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# New Zealanders' cultural participation in 2023

*December 2023*





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# Background and method

# Background



In 2020, **Manatū Taonga Ministry for Culture and Heritage** commissioned Verian (formerly Kantar Public) to undertake research to better understand the changes to cultural participation that occurred as a result of the COVID-19 pandemic, and to provide population level participation data which could be tracked over time.

The research was repeated in 2022 and 2023. In 2023, this research provides an updated view of cultural participation in an environment with no COVID restrictions.

The objectives of the 2023 research are to:

- Determine current levels of participation, and how this has changed since 2022.
- Understand the drivers and barriers to participation.
- Understand how many New Zealanders create their own art and how this affects cultural participation.

# Method

## SAMPLE

We conducted an online survey of 1,745 New Zealanders aged 18 years and over. The maximum margin of error on a sample of this size is +/-2.3%.

We over-sampled Māori, Pacific peoples and Asian peoples to enable more detailed subgroup analysis for these groups.

This year we also over-sampled several regions to enable analysis by region.

For more details on the sample composition please refer to the Appendix.

## METHOD

Online survey using Kantar's consumer panel.

All surveys took place between the 3rd and the 22nd of October 2023.

Participants were given the option of completing the survey in English or te reo Māori. In total 5 respondents completed the survey in te reo.

In addition to providing the option to complete the survey in te reo Māori, the following steps were taken to ensure the research was carried out in a culturally responsive way when the research was designed in 2020:

- Kantar Public used a Māori consultant to inform questionnaire design and to review the findings.
- Kantar Public conducted cognitive testing with Māori and Pacific participants.
- Manatū Taonga engaged internal specialists and external expertise to inform question design, quality assurance of the te reo Māori questionnaire and review of findings.

## WEIGHTING

To ensure the sample profile is representative of all New Zealanders aged 18 plus, a weight was created for each respondent. Weighting targets were set for four sets of variables: ethnicity, region, household income within household size, and age within gender.

The weighting corrects for the over-sampling of Māori, Pacific peoples, Asian New Zealanders and regions.

# Note to reader

## Comparisons over time

In line with 2022, this year survey respondents were asked about both their participation in the last **12 months**, and the last **3 months**.

## Rounding

You may notice that sometimes a set of percentages do not add to the total figure provided. This is because of rounding. For example, if we have two equal responses of 33.3%, they would each be reported as 33%, but as they add to 66.6% the total would be reported as 67%.

## Significance testing

All significant differences are indicated by  $\Delta$  for significant increases and  $\nabla$  for significant decreases. All differences noted are calculated at the 95% confidence level unless otherwise stated.





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# Key Insights

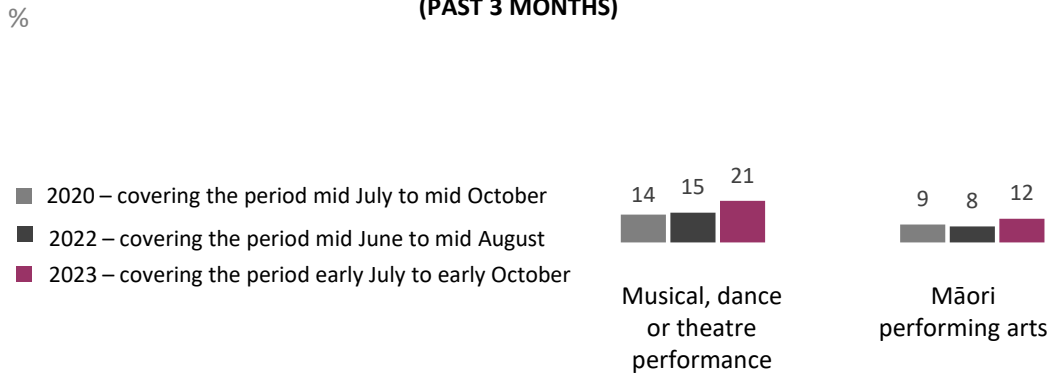


## Changes to participation and engagement (past three months)

### Performing arts

In 2023, more New Zealanders have attended musical, dance or theatre performances and in Māori performing arts than in 2022.

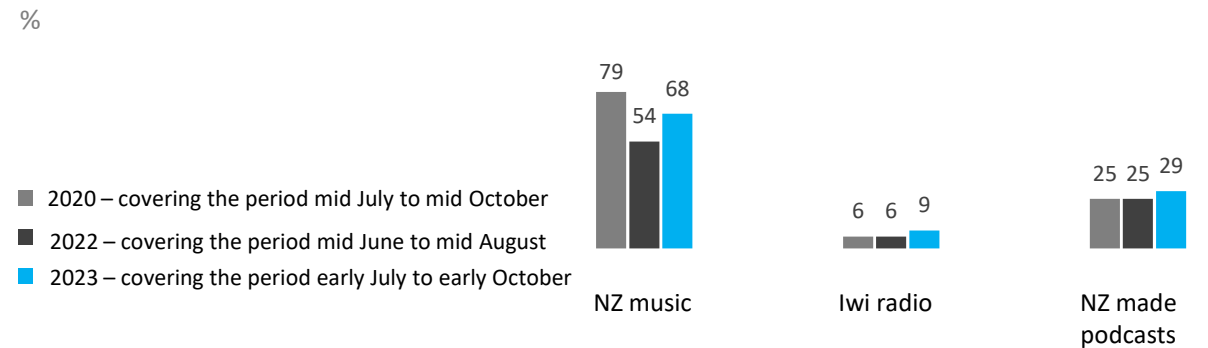
PERFORMING ARTS: OVERALL ENGAGEMENT (PAST 3 MONTHS)



### Sound

After declining in 2022, listenership of NZ music has recovered somewhat this year but this could be due to phrasing of the questionnaire. Iwi radio listenership has also increased mainly due to an increase among young men (aged 18-29). More New Zealanders now listen to NZ-made podcasts (significant at the 90% confidence level).

SOUND: OVERALL ENGAGEMENT (PAST 3 MONTHS)







## Changes to participation and engagement (past three months)

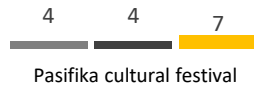
### Festivals and commemorations

More New Zealanders have attended a Pasifika cultural festival in 2023, compared to previous years.

FESTIVALS AND COMMEMORATIONS: OVERALL ENGAGEMENT (PAST 3 MONTHS)

%

- 2020 – covering the period mid July to mid October
- 2022 – covering the period mid June to mid August
- 2023 – covering the period early July to early October



### Visual arts

Participation in visual arts is largely unchanged however there has been a small increase in participation in Māori visual arts, returning to 2020 levels.

VISUAL ARTS: OVERALL PARTICIPATION (PAST 3 MONTHS)

%

- 2020 – covering the period mid July to mid October
- 2022 – covering the period mid June to mid August
- 2023 – covering the period early July to early October



Māori visual arts



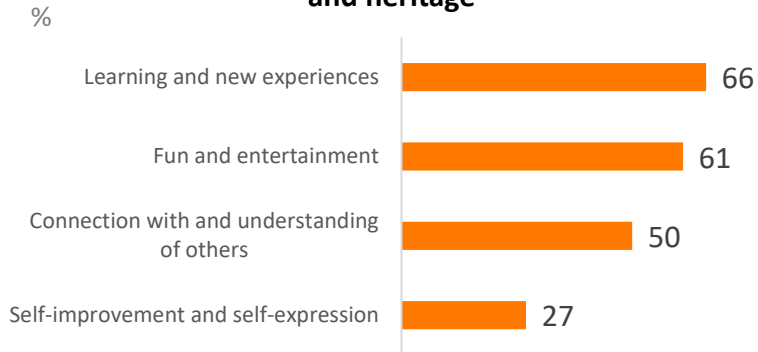
# Key Insights

## Increasing engagement

### Drivers of engagement

New Zealanders engage with arts, culture and heritage for a variety of reasons but wanting to learn something new or having fun and being entertained are the key motivators.

#### Reasons (grouped) for engaging with arts, culture and heritage



### Barriers to engagement

Cost is the biggest barrier to engaging with arts, culture and heritage. A lack of personal interest or awareness / information about how to take part are also significant barriers. Providers should focus on how to engage and entice people to the world of arts and culture, but also on reaching people who may want to take part but don't know how. Not having the opportunity to engage near their home is also a barrier for some people. These barriers to engagement highlight the importance of making arts and culture accessible and affordable for all.

#### Top barriers to engagement:

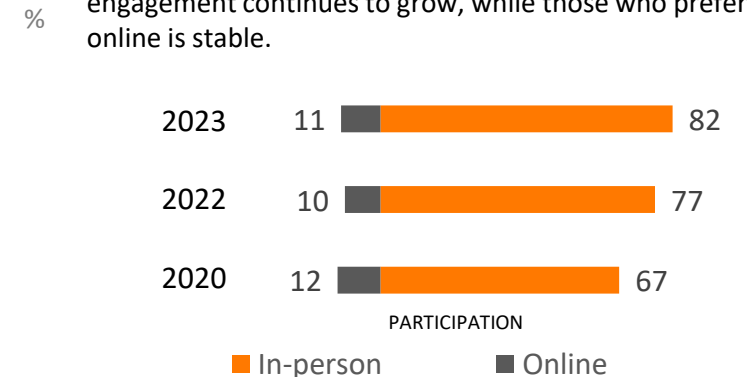


### The link between creating art and engaging in cultural activities

A correlation exists between creating art and engaging in arts, culture and heritage activities. Just over four in ten (44%) New Zealanders have created art in the last 12 months, but this increases to six in ten (59%) among those who have engaged in art, culture or heritage activities (see page 60 for details).

### In-person engagement

The proportion of New Zealanders who prefer in-person engagement continues to grow, while those who prefer online is stable.





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# Participation

The number of adult New Zealanders (aged 18 plus) estimated to have watched, listened to or played each type of media in the **three** months before the survey was completed.



Screen

**2,829,000 (71%)**

Watched a New Zealand-made programme, series or documentary

**1,598,000 (40%)**

Watched a New Zealand-made movie



Sound

**2,935,000 (74%)**

Listened to New Zealand commercial radio

**2,716,000 (68%)**

Listened to New Zealand music

**1,283,000 (32%)**

Listened to RNZ radio

**316,000 (8%)**

Listened to student radio

**1,145,000 (29%)**

Listened to New Zealand-made podcasts

**781,000 (20%)**

Listened to New Zealand community radio

**338,000 (9%)**

Listened to iwi radio



Gaming

**493,000 (12%)**

Played a New Zealand video or computer game

The number of adult New Zealanders (aged 18 plus) estimated to have done each activity in the **three** months before the survey was completed.



Literary arts  
and  
education




**926,000 (23%)**

Used or sourced  
information from archives

**1,086,000 (27%)**

Read New Zealand  
literature

The number of adult New Zealanders (aged 18 plus) estimated to have attended or visited each event or place in the **twelve** months before the survey was completed.

 <p><b>Festivals and commemorations</b></p>	<p><b>1,147,000 (29%)</b> Attended a public commemoration event</p> <p><b>1,031,000 (26%)</b> Attended a Matariki public/ community event</p>	<p><b>796,000 (20%)</b> Attended another type of festival or cultural gathering</p>	<p><b>549,000 (14%)</b> Attended a Māori cultural festival</p>	<p><b>472,000 (12%)</b> Attended a Pasifika cultural festival</p>
 <p><b>Performing arts</b></p>	<p><b>1,240,000 (31%)</b> Attended a musical, dance or theatre performance</p>	<p><b>906,000 (23%)</b> Attended a live performance of New Zealand music</p>	<p><b>680,000 (17%)</b> Attended Māori performing arts</p>	<p><b>434,000 (11%)</b> Attended Pacific performing arts</p>
 <p><b>Heritage and cultural sites</b></p>	<p><b>1,843,000 (46%)</b> Visited a museum</p>	<p><b>1,475,000 (37%)</b> Visited a building or place because of its cultural or historical significance</p>	<p><b>651,000 (16%)</b> Went on a driving, walking or cycling tour related to New Zealand history</p>	<p><b>545,000 (14%)</b> Attended a meeting, lecture, or presentation on New Zealand history</p> <p><b>650,000 (16%)</b> Visited a marae</p>

The number of adult New Zealanders (aged 18 plus) estimated to have attended or visited each event or place in the **twelve** months before the survey was completed.



**Visual arts**

**1,376,000 (35%)**

Visited a visual arts gallery

**1,129,000 (28%)**

Visited a craft or object art gallery

**480,000 (12%)**

Attended Māori visual arts e.g. weaving, animation, sculpture

**372,000 (9%)**

Attended Pacific visual arts e.g. painting, weaving, carving, tapa, tāeavae



**Literary arts and education**

**2,388,000 (60%)**

Visited a library

**528,000 (13%)**

Took part in a workshop or class to learn about a cultural activity

**449,000 (11%)**

Attended a literary event or book reading

Note: Figures have been calculated by multiplying the proportion of participants who indicated they participated in each activity at least once in the twelve months before they completed the survey by the New Zealand 18 plus population (according to the 2018 New Zealand Census). All figures have been rounded to the nearest thousand. Percentages in brackets represent the proportion of adult New Zealanders who indicated they did each activity in the twelve months before they completed the survey.  
Source: A4b



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# Overall participation



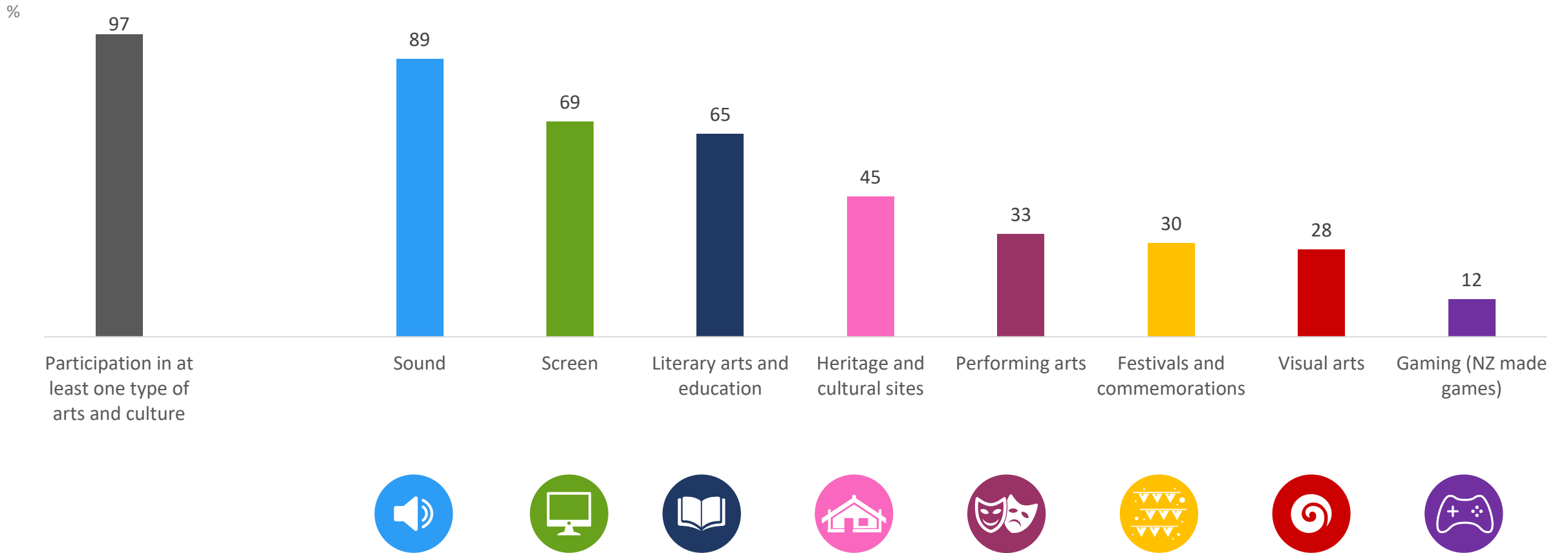


# Key Insights

Nearly all New Zealanders have participated in at least one form of arts and culture activity in the last three months. Engaging with audio media (sound) is most common, followed by screen, literary arts and education, and heritage and cultural sites. Participation is lower for performing arts, festivals and commemorations, visual arts and playing New Zealand made games.



## Overall participation in arts and culture in the last three months

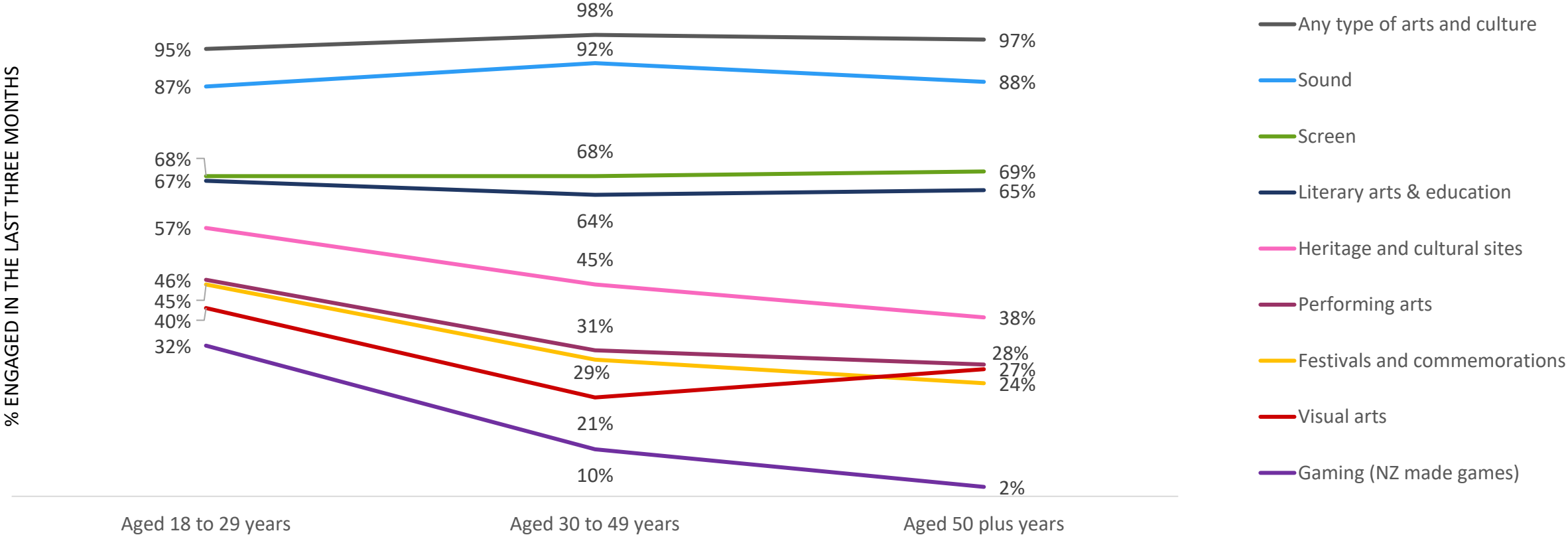


Base: All respondents (2023 n=1,745). Note, the base includes respondents who selected don't know which means actual figures may be slightly higher than reported on this page.  
Note: Figures have been calculated by combining the proportion of people who indicated they had participated in at least one activity under each category in the three months before they completed the survey.  
Source: A1, A3, A4c, A2a

New Zealanders' engagement with sound, screen, and literary arts and education is fairly consistent across the lifespan; while engagement with heritage and cultural sites, performing arts, festivals and commemorations, and gaming tends to drop off with age. New Zealanders aged 50 plus become more engaged with visual arts after a decline between the ages of 30 and 49.



**Overall engagement last 3 months: Demographic differences - age**



Base: All respondents (2023 n=1,745)  
Source: A1, A3, A4c, A2a



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# Sound



More people are listening to New Zealand music than in 2022. However, the way we asked about NZ music changed between 2022 and 2023 to include the range of channels people may have listened on, therefore the results are not directly comparable.

More people are listening to iwi radio, and this is driven by an increase in frequent listeners.

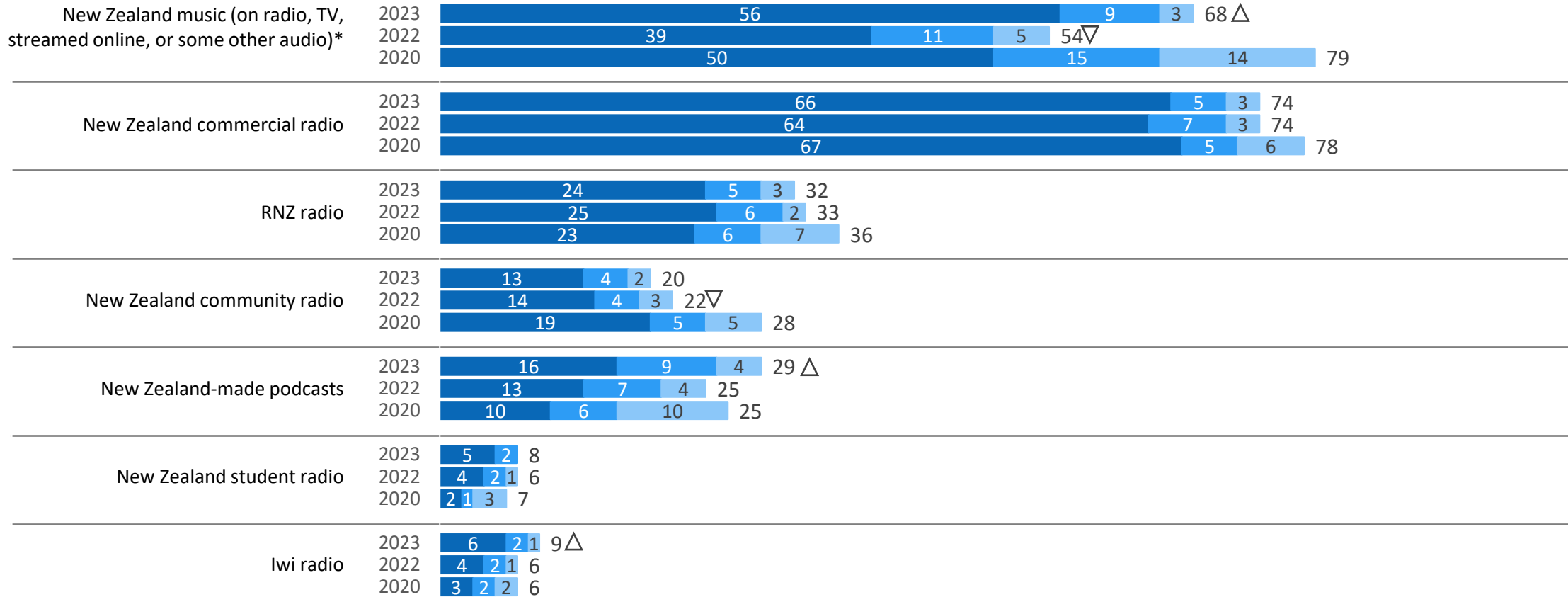
Podcast listenership has also increased (significant at the 90% confidence level), influenced by a growing proportion of frequent listeners.



### Frequency of engagement – last 3 months

%

■ Frequent (at least once a week) ■ Regular (every 2 to 4 weeks) ■ Occasional % Total engagement



\*In 2022 this was worded 'Recorded music from New Zealand artists'  
 Note: To make the chart easier to read, significance testing has only been applied to total engagement figures  
 Base: All respondents, excl. don't know (Total base: 2020 n=1,448; 2022 n=1,622; 2023 n=1,745)  
 Source: A3A. In the past 3 months have you listened to...?  
 A3. In the past 3 months how often have you listened to...?

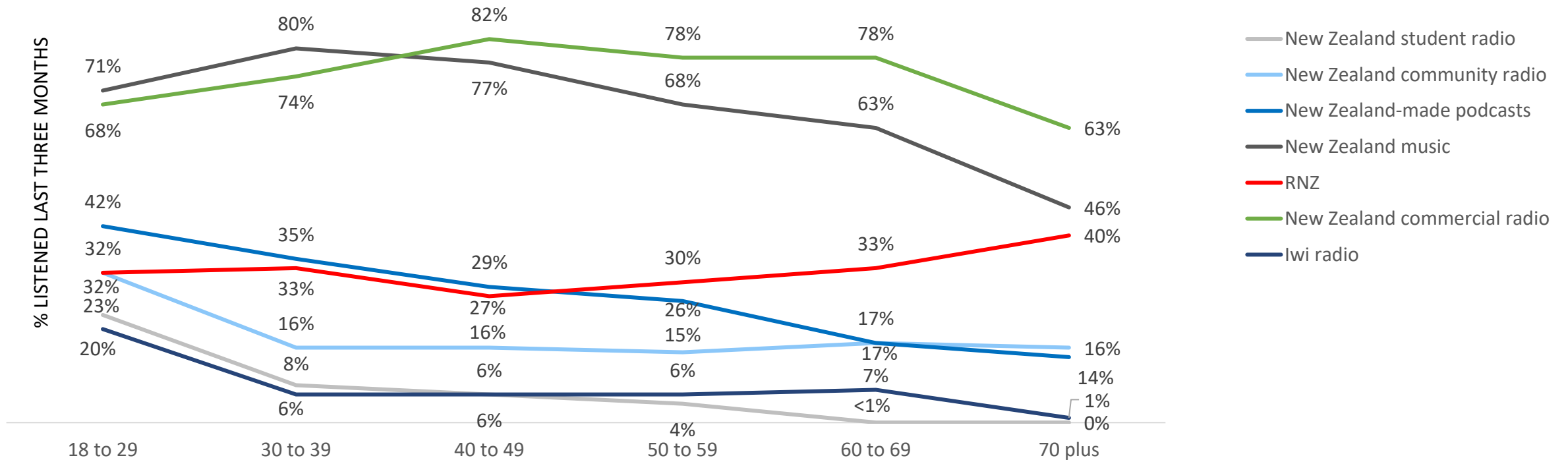
$\Delta$   $\nabla$  Significantly higher / lower than previous year



New Zealanders aged 18-29 are more likely to listen to student radio and podcasts than they were in 2022 (42% listen to podcasts, vs. 34% in 2022 and 23% listen to student radio vs. 13% in 2022); listenership of these types of content has not increased significantly for other age groups. Listenership of RNZ increases for New Zealanders aged 70 plus but declines or remains low for other types of audio content and services.



### Demographic differences – age (last 3 months)



Base: All respondents, excl. don't know (Total base: 2023 n=1,745)  
 Source: A3A. Have you listened to each of the following types of audio content and services during the past 3 months? (either live, or recorded)  
 A3. On average, how often, have you listened to each of the following types of audio content and services during the past 3 months? (either live, or recorded)



Māori are more likely to have listened to New Zealand music and Iwi radio. Pacific peoples are more likely to have listened to New Zealand music, New Zealand-made podcasts and New Zealand community radio. Asian New Zealanders are more likely to have listened to RNZ National, but less likely to have listened to New Zealand music.



## Demographic differences - ethnicity

### Māori

#### More likely to have listened to...

- NZ music (81%, vs. 68% on average)
- Iwi radio (18% vs. 9% on average)

### Pacific peoples

#### More likely to have listened to...

- NZ music (75%, vs. 68% on average)
- NZ-made podcasts (35%, vs. 29% on average)
- NZ Community radio (28% vs. 20% on average)

### Asian New Zealanders

#### More likely to have listened to...

- RNZ National (45% vs. 32% on average)

#### Less likely to have listened to...

- NZ-made music (60%, vs. 68% on average)





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# Screen



Engagement with New Zealand film and television media is at similar levels to 2022; in the last three months 71% have watched a NZ made programme, series or documentary and 40% have watched a NZ made movie.

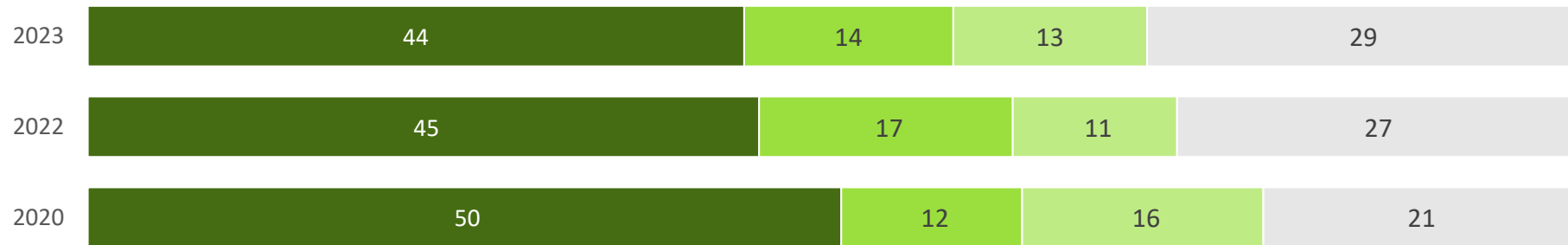


### Engagement with New Zealand film and television media – last 3 months

%

■ Frequent (at least once a week)    ■ Regular (every 2 to 4 weeks)    ■ Occasional    ■ Non-participants

**New Zealand-made programme, series or documentary (excl. news and sports)**



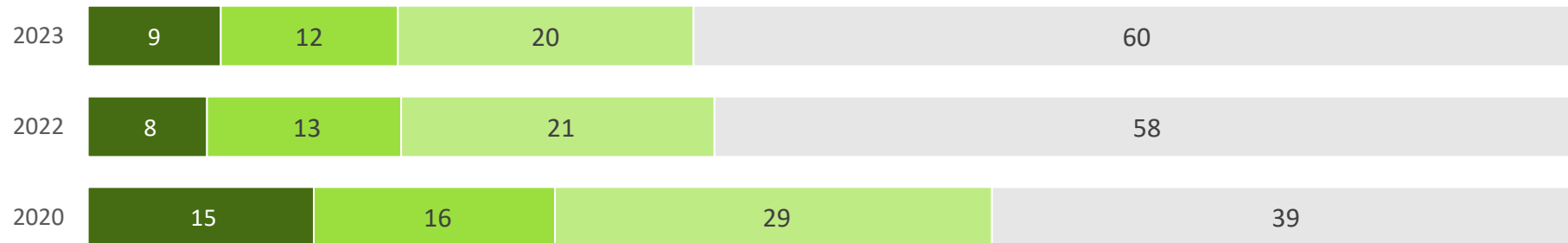
**Total engagement**

**71%**

**73%** ▾

**79%**

**New Zealand-made movie**



**40%**

**42%** ▾

**61%**

Note: To make the chart easier to read, significance testing has only been applied to total engagement figures  
 Base: All respondents, excl. don't know (Total base: 2020 n=1,448; 2022 n=1,622; 2023 n=1,745)  
 Source: A1. Have you done the following during the past 3 months? (at a venue or through a personal or home device) | A1a. On average, how often have you done each of the following during the past 3 months? (at a venue or through a personal or home device)

▴ ▾ Significantly higher / lower than previous year



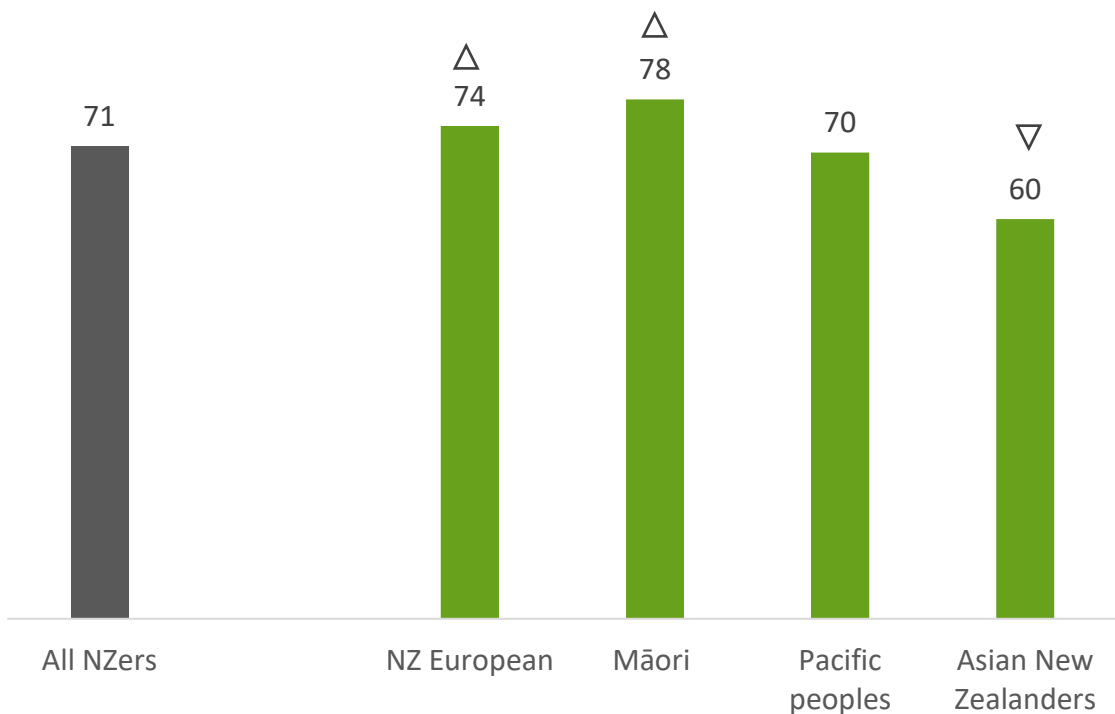


Viewership of New Zealand made content in the last three months continues to vary by ethnicity. NZ Europeans and Māori are more likely to have watched a NZ-made programme, series or documentary; Māori and Pacific peoples are more likely to have watched a NZ-made movie; Asian New Zealanders are less likely to have watched both types of NZ screen content.

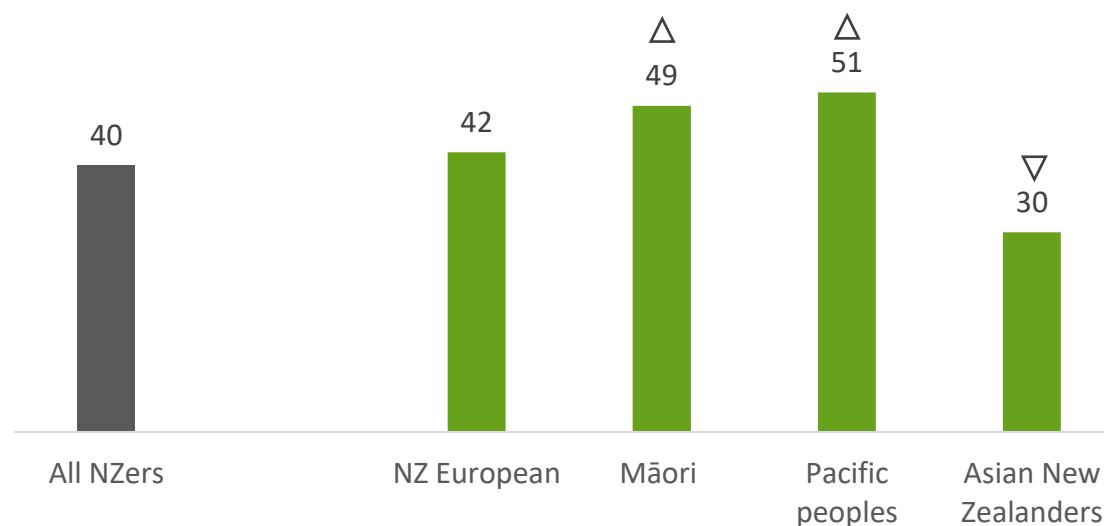


### Demographic differences – ethnicity

% Watched a NZ-made programme, series or documentary last 3 months



% Watched a NZ-made movie last 3 months



Base: All respondents, excl. don't know (Total base: 2023 n=1,745)  
 Source: A1. Have you done the following during the past 3 months? (at a venue or through a personal or home device) | A1a. On average, how often have you done each of the following during the past 3 months? (at a venue or through a personal or home device)

△▽ Significantly higher / lower than all New Zealanders



Younger New Zealanders, aged 18-29 are much more likely than older age groups to have watched a New Zealand-made movie in the last three months. Women are more likely than men to have watched a NZ-made programme, series or documentary in the last three months.



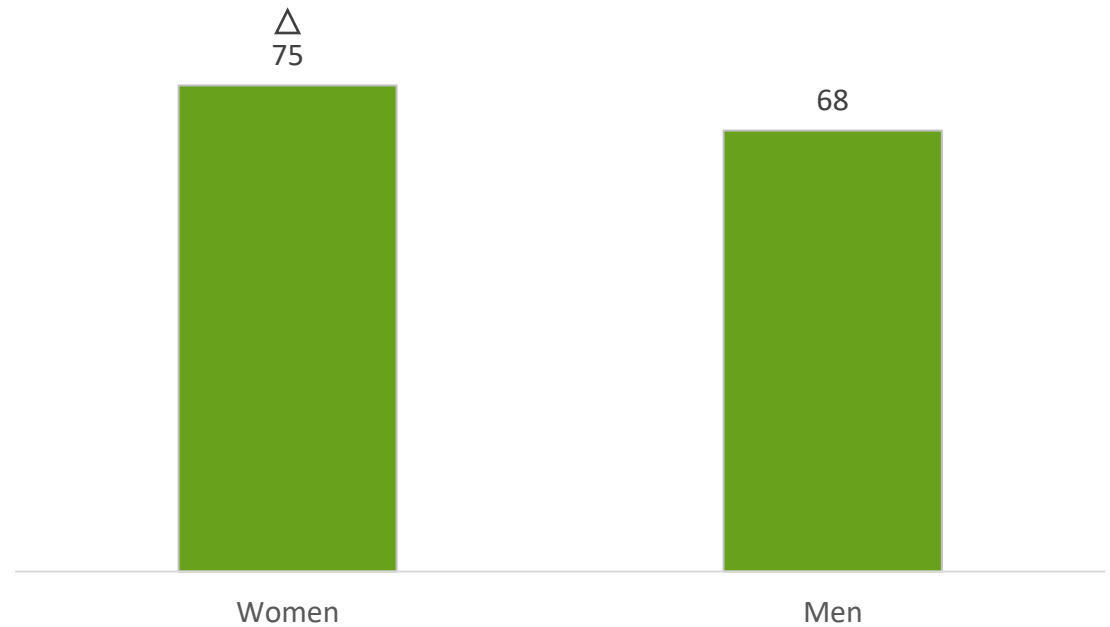
### Demographic differences – age and gender

**% Watched a NZ-made movie last 3 months**

% WATCHED IN LAST THREE MONTHS



**% Watched a NZ-made programme, series or documentary last 3 months**



Total base: 2023 NZers aged 18-29 (n=331), NZers aged 30+ (n=1,201), Women (n=811), Men (n=779). Don't knows excluded.  
 Source: A1. Have you done the following during the past 3 months? (at a venue or through a personal or home device) | A1a. On average, how often have you done each of the following during the past 3 months? (at a venue or through a personal or home device)

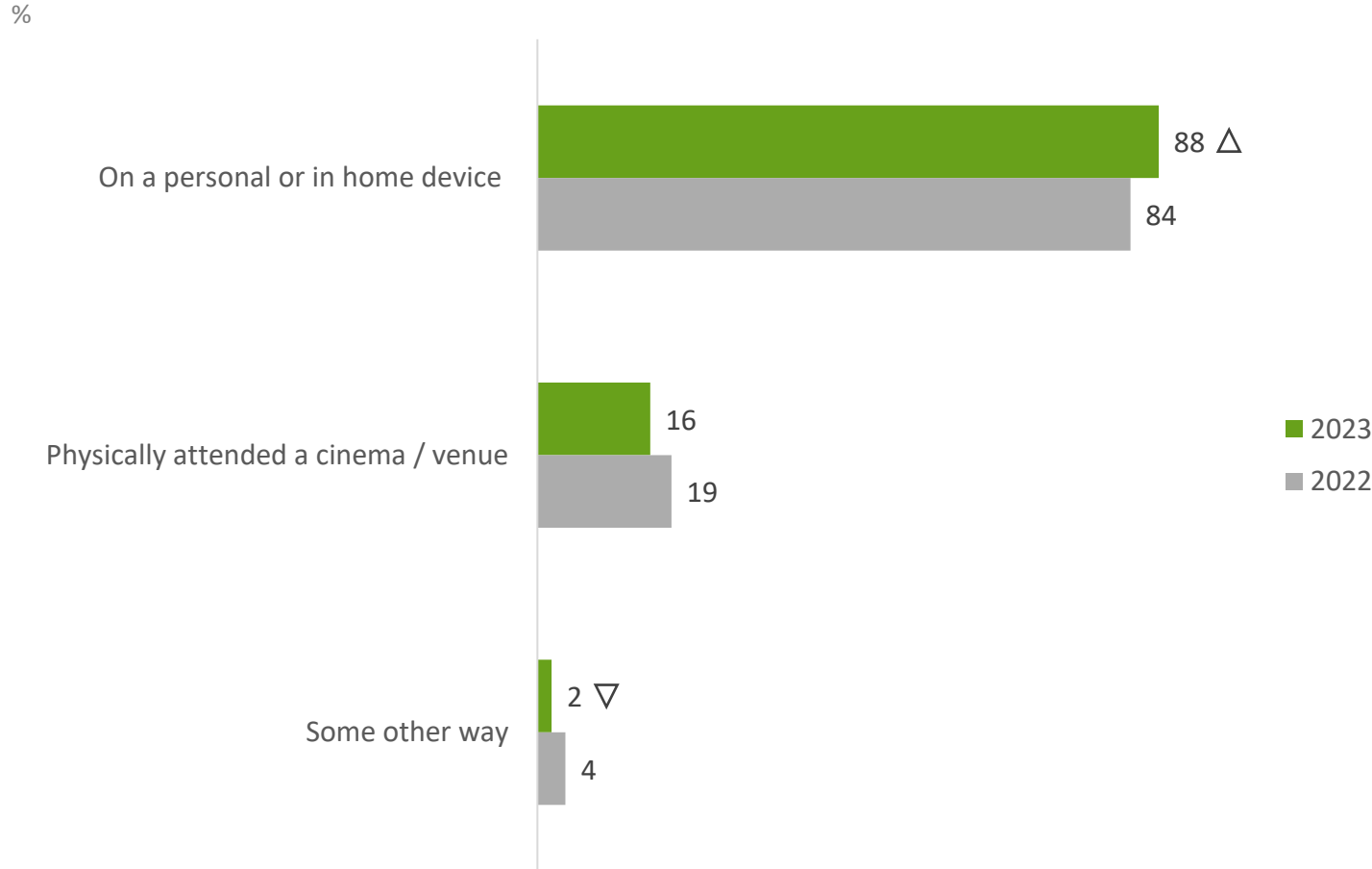
Significantly higher / lower than other group



Of the 40% of people who have watched a New Zealand-made movie in the last three months, 88% watched it on a personal / in home device such as their television or phone; this is significantly higher than in 2022 (at the 90% confidence level). The proportion of people who watched a NZ-made movie in the cinema is largely similar to last year (16%, vs. 19% in 2022).



### How are people watching NZ-made movies - last 3 months



#### Differences by ethnicity

Asian New Zealanders are more likely than average to have physically gone to a cinema or venue to see a New Zealand-made movie (24% vs. 16% on average), and less likely than average to watch on a personal or in home device (81%, vs. 88% on average).



#### Differences for household income

Going to see New Zealand-made movies in cinema / venue is something people are more likely to do the higher their household income is / the more disposable income they have. The below table shows the likelihood of going to a cinema or venue at different household income levels:

	HOUSEHOLD INCOME		
	\$50,000 or less	\$50,001 to \$100,000	\$100,000 or more
% physically attended cinema / venue	10%	16%	19%



#### Differences by where people live

People who live in small towns are also less likely than average to see New Zealand-made film in cinema (7% vs. 16%). This is possibly due to poorer access to cinemas in small communities.

Base: Respondents who had watched at least one New Zealand-made movie in the last three months, excluding don't know responses (Total base: 2022 n=618; 2023 n=625)  
Source: A2. You mentioned you watched at least one New Zealand-made movie in the last three months. How did you watch this / these?

$\Delta$   $\nabla$  Significantly higher / lower than previous year



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# Literary Arts and Education



Past three month participation in literary arts and education is consistent with 2022. This year we also asked respondents if they had read New Zealand literature and used or sourced information from archives. About one in four New Zealanders have read New Zealand literature in the past three months and about one in five used or sourced information from archives.



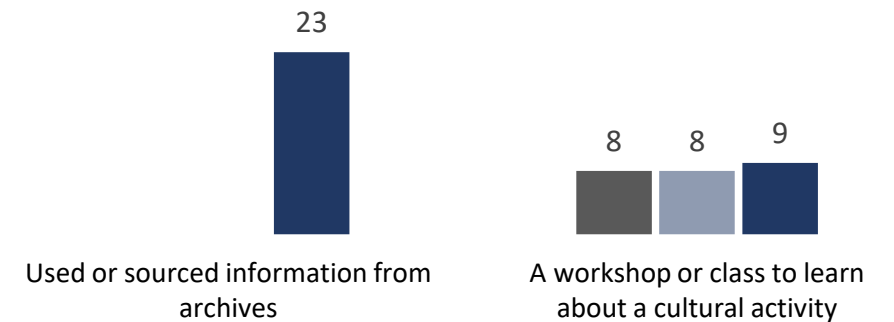
### Literary arts and education: Overall participation over time (last three months)

%    2020 - covering the period mid July to mid October    2022 – covering the period mid June to mid August    2023 – covering the period early July to early October

#### LITERARY ARTS



#### EDUCATION





This year, for the first time, we asked New Zealanders how often they read New Zealand literature and used or sourced information from archives.

The group of New Zealanders who have read NZ literature or accessed information from archives in the past three months are fairly evenly made up of people who do so frequently, regularly or occasionally.

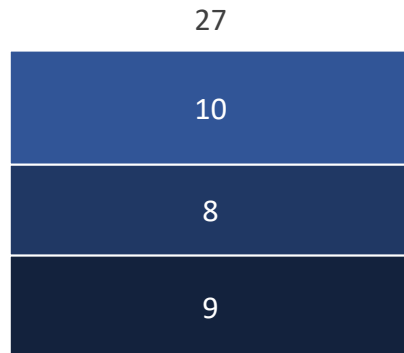


### Literary arts and education: Participation last three months

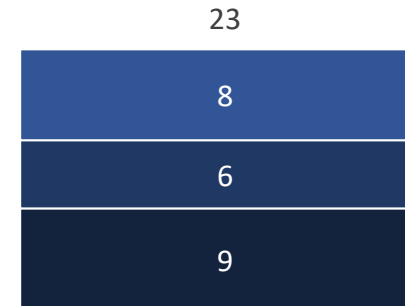
%

■ Frequent (at least once a week) ■ Regular (every 2 to 4 weeks) ■ Occasional % Total engagement

#### LITERARY ARTS READ NEW ZEALAND LITERATURE Last 3 months



#### EDUCATION USED OR SOURCED INFORMATION FROM ARCHIVES Last 3 months



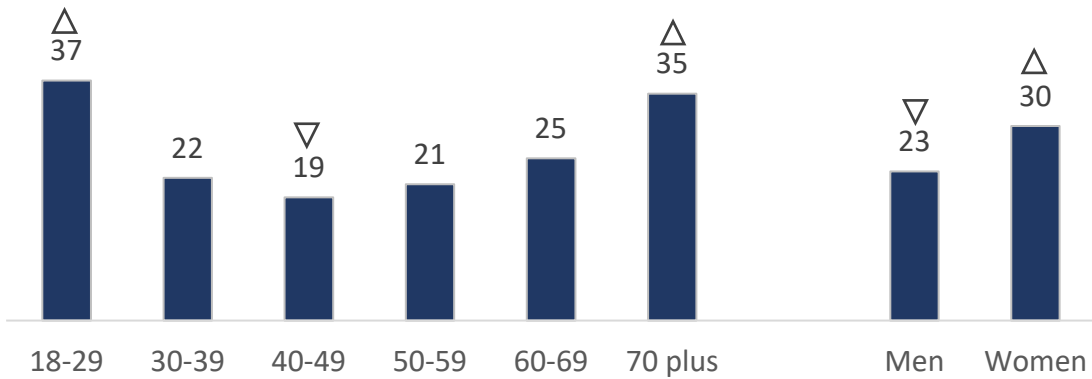


New Zealanders aged 18-29 and 70 plus are most likely to have read NZ literature in the last three months. Women are more likely to have read NZ literature than men, but men are more likely than women to have used or sourced information from archives.

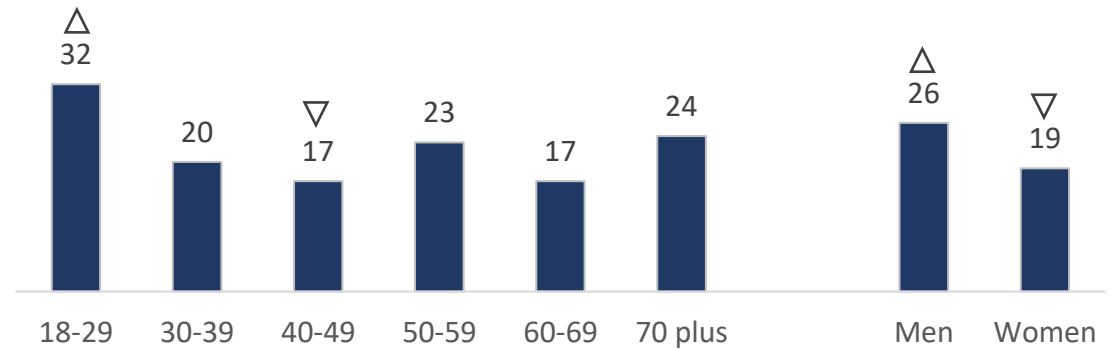


### Demographic differences – age and gender

#### Read NZ literature last 3 months



#### Used or sourced information from archives last 3 months



△▽ Significantly higher / lower than average



Participation frequency over the last 12 months for library, literary event or book-reading, and cultural activity workshop or class is much the same in 2023 as it was in 2022.

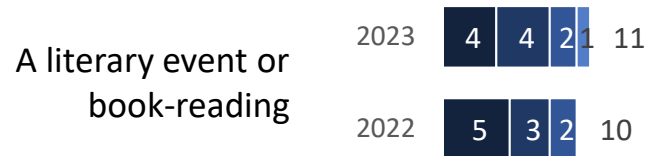
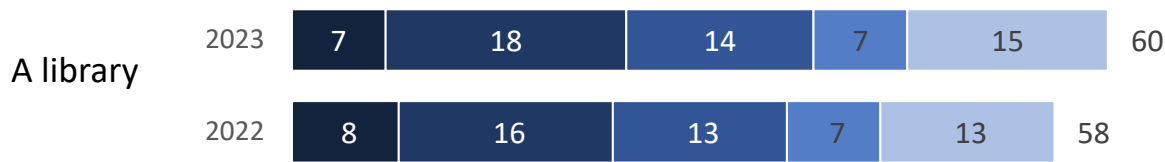


### Literary arts and education: Participation frequency last 12 months

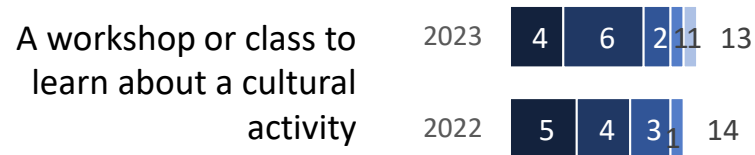
%

#### LITERARY ARTS

■ Once ■ 2 or 3 times ■ Between 4 and 8 times ■ Between 9 and 12 times ■ More than 12 times % Total participation



#### EDUCATION



Base: All respondents, excl. don't know (Total base: 2022 n=1,622; 2023 n=1,745)  
 Source: A4b. And how many times did you visit or attend each of the following in New Zealand during the past 12 months? (either in person or online)





# Demographic differences in participation levels – Literary arts and education



## Differences by age and gender

Women aged 30-39, are more likely than average to have visited a library (75%, vs. 62% of other women, and 60% of men aged 30-39).

Those aged 18 to 29 are more likely than average to have attended a literary event or book-reading (25% vs. 11%). After 30 years of age, participation is relatively consistent.

People aged 18 to 29 are also more likely to participate in a workshop or class to learn about a cultural activity (24% vs. 10% of those aged 30 plus). Since 2022 participation in workshops or classes have declined among those aged 30-49 (12%, vs. 20% 2022).



## Differences by ethnicity

**PACIFIC PEOPLES** are more likely than average to have attended:

- A workshop or class to learn about a cultural activity (18% vs. 13% of total)

**ASIAN NEW ZEALANDERS** are more likely than average to have attended:

- A library (67% vs. 60%)
- A workshop or class to learn about a cultural activity (21% vs. 13%)
- A literary event or book reading (15% vs. 11%)



## Differences by where people live

**AUCKLAND** residents are more likely than average to say they have participated in a workshop or class to learn about a cultural activity in the past 12 months (19% vs. 13%). Auckland residents are also more likely than average to have attended a literary event or book reading (17%, vs. 11%). Those living in West or Central Auckland are more likely to have done so (23% and 20% respectively, vs. 13% of those living in North or South Auckland).

**CANTERBURY** residents are less likely than average to say they have been to a literary event or book reading in the last 12 months (5% vs. 11%).



## Differences by income

Like 2022, people with higher household incomes are more likely to have participated in a workshop or class to learn about a cultural activity. However, the gap in participation between the lowest and highest incomes has narrowed since 2022, see table below.

		% participated in a workshop or class to learn about a cultural activity		
		2022	2023	Change year on year
HOUSEHOLD INCOME	\$50,000 or less	6%	11%	△
	\$50,001 to \$100,000	12%	12%	No change
	\$100,000 or more	20%	15%	▽



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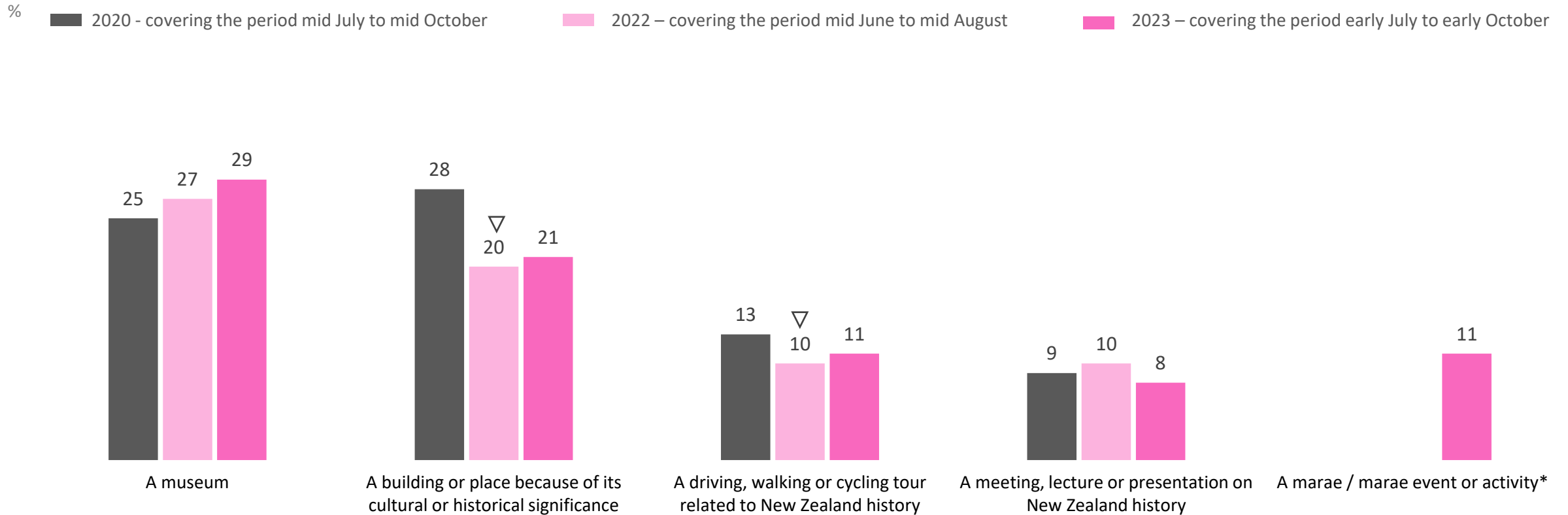
# Heritage and Cultural sites



Overall, visiting a heritage or cultural site is similar between 2023 and 2022. However, museum visitation continues to increase; in 2023 29% of New Zealanders had visited a museum in the last 3 months, rising from 25% in 2020. One in ten New Zealanders have visited a marae / participated in a marae event or activity in the past three months.



### Heritage and cultural sites : Overall participation over time (last three months)



\*Note: 2020 and 2022 results are not shown. This is because 2020 results are not comparable to 2022 results due to a change in how the question was asked about visits to marae specifically. Similarly, 2022 results are not comparable to 2023 results due to a further change in how the question was worded – replacing ‘A marae for cultural experiences’ with ‘A marae / marae event or activity’  
 Base: All respondents, excl. don't know (Total base: 2020 n=1,448; 2022 n=1,622; 2023 n=1,745)  
 Source: A4c. Did you visit or attend each of the following in New Zealand during the past 3 months? (either in person or online)

△▽ Significantly higher / lower than previous year



Compared to 2022, there is no change in participation with heritage and cultural sites over the last 12 months. Sixteen percent of New Zealanders have visited a marae in the last 12 months, with most having visited one to three times.



### Heritage and cultural sites: Participation last 12 months

%

■ Once    ■ 2 or 3 times    ■ Between 4 and 8 times    ■ More than 8 times    % Total participation



Base: All respondents, excl. don't know (Total base: 2022 n=1,622; 2023 n=1,075)  
 Source: A4b. And how many times did you visit or attend each of the following in New Zealand during the past 12 months? (either in person or online)



# Demographic differences in participation levels – Heritage and cultural sites



## Differences by age and gender

Participation levels vary depending on age; New Zealanders tend to participate more when they are younger and less as they get older.

Of those under 50 years:

- 53% have attended a museum in the last 12 months (vs. 37% of those aged 50 plus)
- 40% have attended a culturally or historically significant building or place (vs. 34% of those aged 50 plus).

Of those under 30 years:

- 30% have been on a tour related to New Zealand history (vs. 12% of those aged 30 plus); an increase of 10pts since 2022.
- 29% have attended a meeting, lecture or presentation on New Zealand history (vs. 10% of those aged 30 plus).
- 27% have attended a marae/ marae event or activity (vs. 13% of those aged 30 plus).



## Differences by ethnicity

**MĀORI** are more likely than average to have attended:

- A marae/ marae event or activity (39% vs. 16%)

**PACIFIC PEOPLES** are more likely than average to have attended:

- A marae/ marae event or activity (23% vs. 16%)

**ASIAN NEW ZEALANDERS** are more likely than average to have attended:

- A museum (54%, vs. 46%)
- A tour related to New Zealand history (27%, vs. 16%)



## Differences by where people live

**WELLINGTON** residents are more likely than average to have attended a museum (59%, vs. 46%), while residents in small towns are less likely (33%).

**WAIKATO** residents are less likely than average to have attended a culturally or historically significant building or place (26%, vs. 37%).

**AUCKLAND** residents are more likely than average to have been on a tour related to New Zealand history (22%, vs. 16%) and attended a meeting, lecture or presentation on New Zealand history (19%, vs. 14%).



## Differences by income

Income tends to influence someone’s likelihood to have attended heritage or cultural sites over the last 12 months, see table below.

% attended a...	HOUSEHOLD INCOME		
	\$50,000 or less	\$50,001 to \$100,000	\$100,000 or more
<b>museum</b>	34% ▽	48%	52% △
<b>building / place because of its cultural / historical significance</b>	30% ▽	34%	43% △
<b>meeting, lecture, or presentation on New Zealand history</b>	9% ▽	14%	16%



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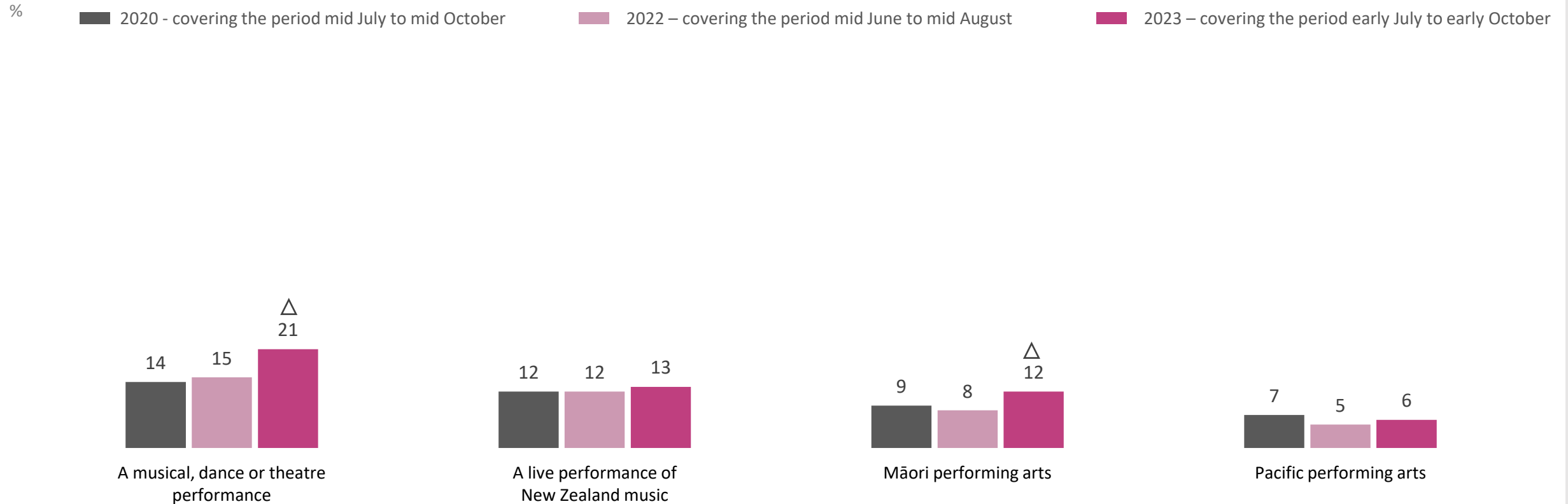
# Performing Arts



Past three month attendance has increased for both musical, dance or theatre performances and Māori performing arts this year.



### Performing arts: Overall participation over time (last three months)

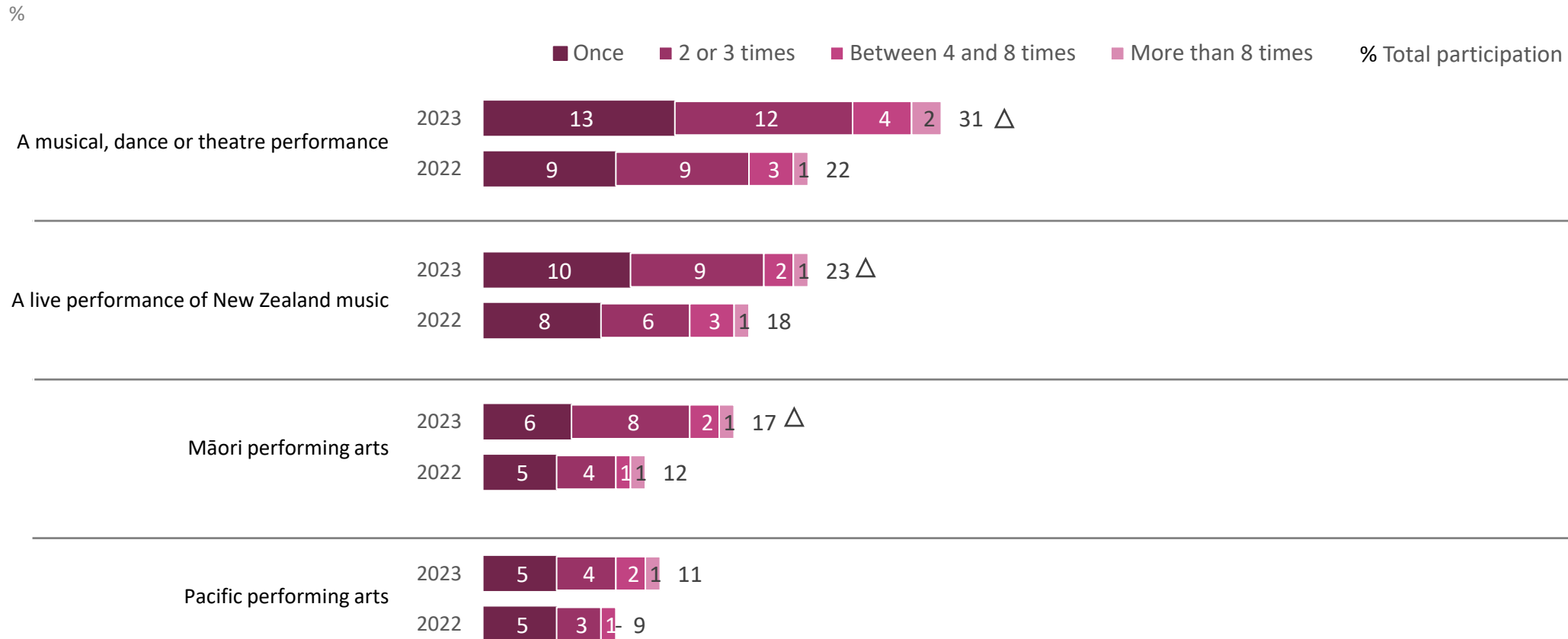




Compared to 2022, attending performing arts over the last 12 months has increased for all art types, excluding Pacific performing arts which is relatively stable. The largest increase is in musical, dance or theatre performances; nearly one in three New Zealanders have engaged with this art form, compared to one in five in 2022. The increase attending musical, dance or theatre performances is observed across the spectrum of ages, genders and income.



### Performing arts: Participation last 12 months



Base: All respondents, excl. don't know (Total base: 2022 n=1,622; 2023 n=1,745)  
 Source: A4b. And how many times did you visit or attend each of the following in New Zealand during the past 12 months? (either in person or online)

Δ▽ Significantly higher / lower than previous year





# Demographic differences in participation levels – Performing arts

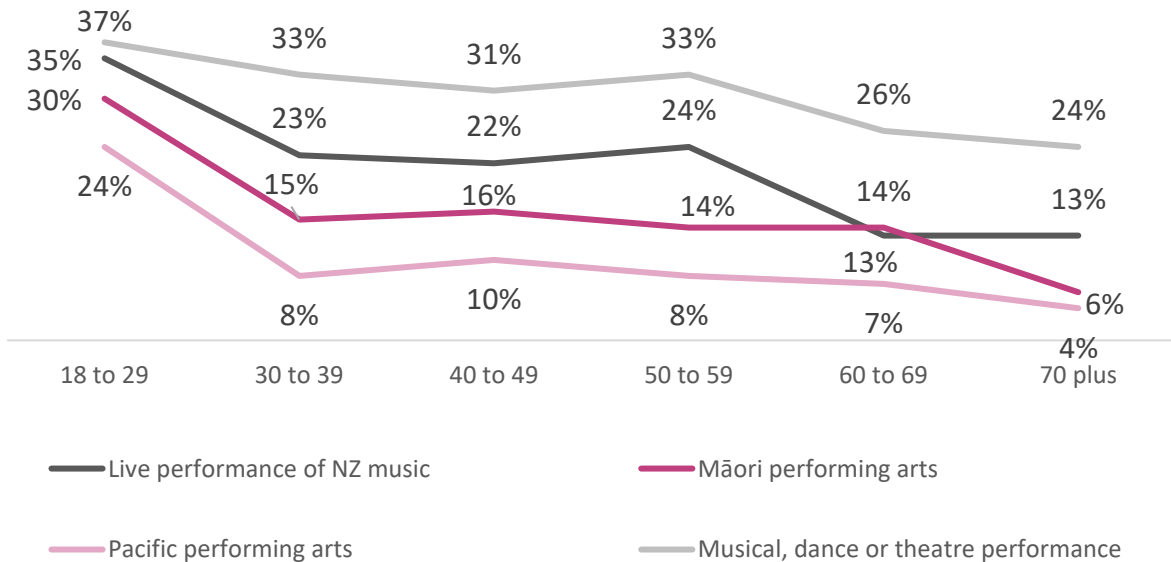


## Differences by age and gender

Women continue to be more likely than men to have attended at least one musical, dance or theatre performance in the past 12 months (36% vs. 26% of men).

Attendance at performing arts generally declines with age, particularly for live performances of NZ music and cultural performing arts.

PARTICIPATION BY AGE



## Differences by ethnicity

**MĀORI** are more likely than average to have attended:

- Māori performing arts (31% vs. 17%)

**PACIFIC PEOPLES** are more likely than average to have attended:

- Pacific performing arts (38% vs. 11%)
- Māori performing arts (23%, vs. 17%)

**ASIAN NEW ZEALANDERS** are more likely than average to have attended:

- Pacific performing arts (15%, vs. 11%)



## Differences by where people live

**PEOPLE LIVING IN CENTRAL AUCKLAND** are more likely than average to have attended a live performance of NZ music (33%, vs. 23%). They are also more likely than average to have attended Māori or Pacific performing arts in the last 12 months:

- 28% have attended Māori performing arts (vs. 17%)
- 25% have attended Pacific performing arts (vs. 11%)

**PEOPLE LIVING IN WEST AUCKLAND** are also more likely than average to have attended cultural performing arts in the last 12 months:

- 28% have attended Māori performing arts (vs. 17%)
- 26% have attended Pacific performing arts (vs. 11%)



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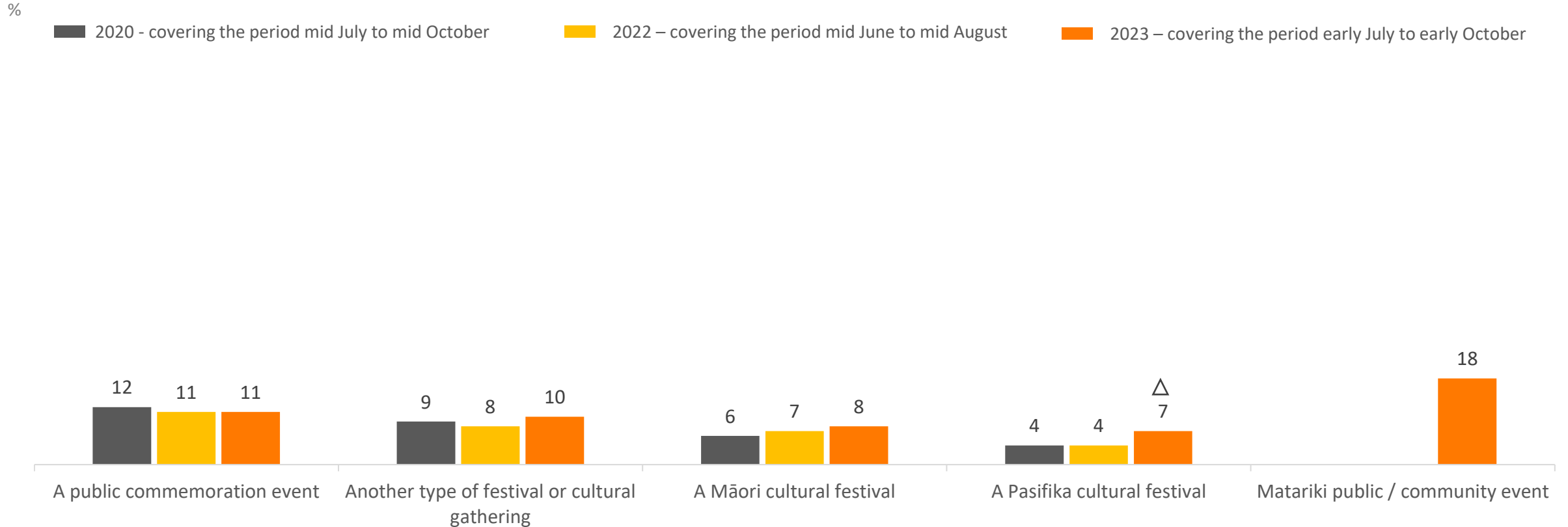
# Festivals and Commemorations



When we look at cultural participation over the last three months, more people have gone to a Pasifika cultural festival than in 2020 and 2022. Participation at other types of festivals and commemorations has not changed significantly over time. Eighteen percent of people said they attended a Matariki public or community event.



### Festivals and Commemorations: Overall participation over time (last three months)



Base: All respondents, excl. don't know (Total base: 2020 n=1,448; 2022 n=1,622; 2023 n=1,745)  
 Source: A4c. Did you visit or attend each of the following in New Zealand during the past 3 months? (either in person or online)

Δ Significantly higher / lower than previous year



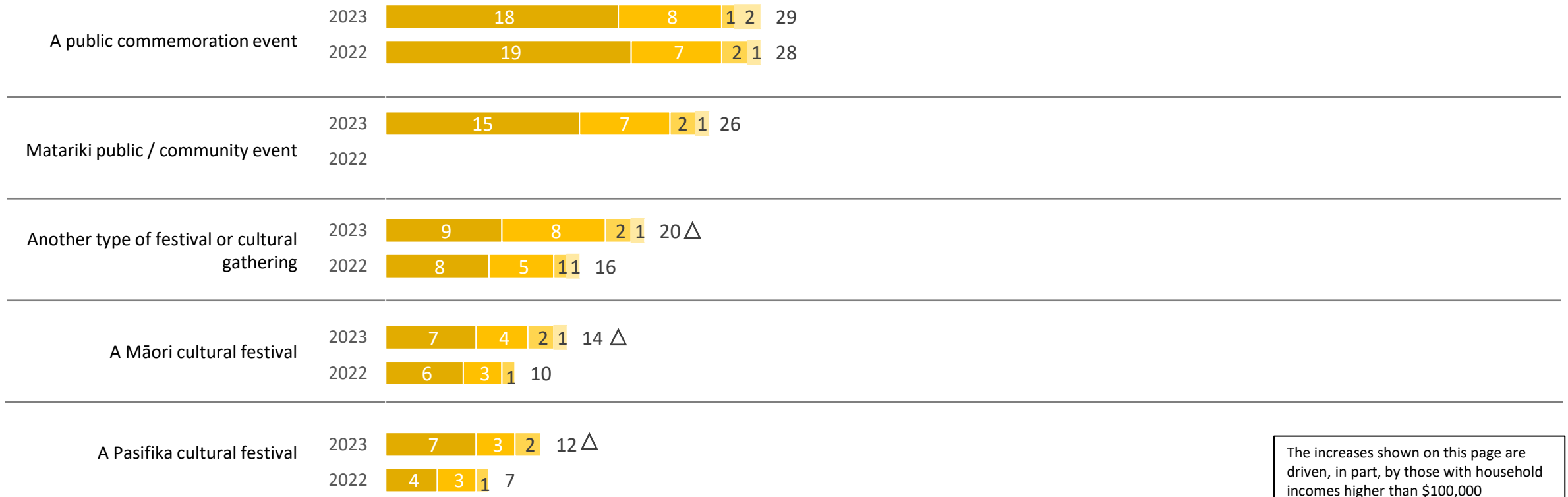
When we look at cultural participation over the last 12 months, more people have gone to a Māori, Pasifika or other type of festival than in 2022. Most participants report attending festivals and commemorations between one and three times throughout the year.



### Festivals and Commemorations: Participation last 12 months

%

■ Once ■ 2 or 3 times ■ Between 4 and 8 times ■ More than 8 times % Total participation



The increases shown on this page are driven, in part, by those with household incomes higher than \$100,000

Base: All respondents, excl. don't know (Total base: 2022 n=1,622; n=1,745)  
 Source: A4b. And how many times did you visit or attend each of the following in New Zealand during the past 12 months? (either in person or online)

Δ▽ Significantly higher / lower than previous year



# Demographic differences in participation levels - Festivals and Commemorations

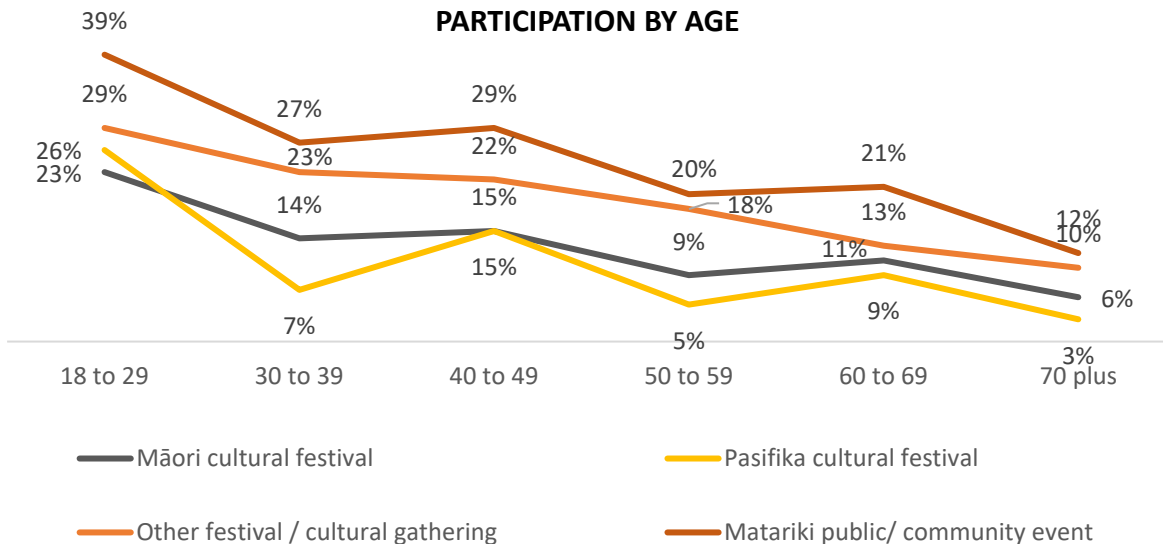


## Differences by age and gender

Men are less likely to have gone to a Matariki public / community event in the past 12 months (23%, vs. 29% of women).

Age continues to be a factor in participation in festivals and cultural gatherings with older people being less likely to attend. Unlike 2022, those aged under 30 are more likely than average to attend a Māori or Pasifika cultural festival, as well as a Matariki public / community event (newly added this year).

Similar to 2022, there are no big differences by age when it comes to attending public commemoration events, except for those aged under 30 who are now more likely than average to attend these types of events (36%, vs. 29%).



## Differences by ethnicity

**MĀORI** are more likely than average to have attended:

- A public commemoration event (36%, vs. 29%)
- A Matariki public / community event (36%, vs. 26%)
- A Māori cultural festival (22%, vs. 14%)

**PACIFIC PEOPLES** are more likely than average to have attended:

- A Pasifika cultural festival (41%, vs 12%)
- A Matariki public / community event (35%, vs. 26%)
- A Māori cultural festival (20%, vs. 14%)

**ASIAN NEW ZEALANDERS** are more likely than average to have attended:

- Another type of festival or cultural gathering (48%, vs. 20%)
- A Māori cultural festival (17%, vs. 14%)
- A Matariki public / community event (31%, vs. 26%)



## Differences by where people live

**AUCKLAND** residents are more likely than average to say they have been to a cultural festival or gathering in the last 12 months:

- A Pasifika cultural festival (23%, vs. 12%)
- A Māori cultural festival (20%, vs. 14%)
- Another type of festival or cultural gathering (28%, vs. 20%).



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# Visual Arts

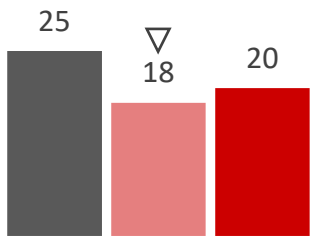


This year Māori visual arts is the only visual artform to bounce back to 2020 past three month participation levels.

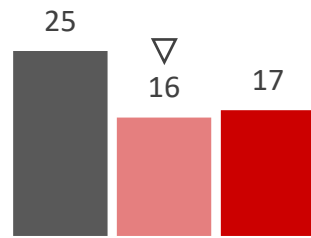


### Visual arts: Overall participation over time (past three months)

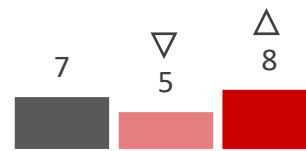
%    2020 - covering the period mid July to mid October    2022 – covering the period mid June to mid August    2023 – covering the period early July to early October



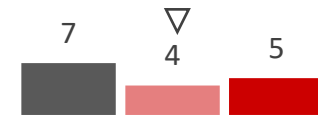
A visual arts gallery



A craft or object art gallery



Māori visual arts



Pacific visual arts



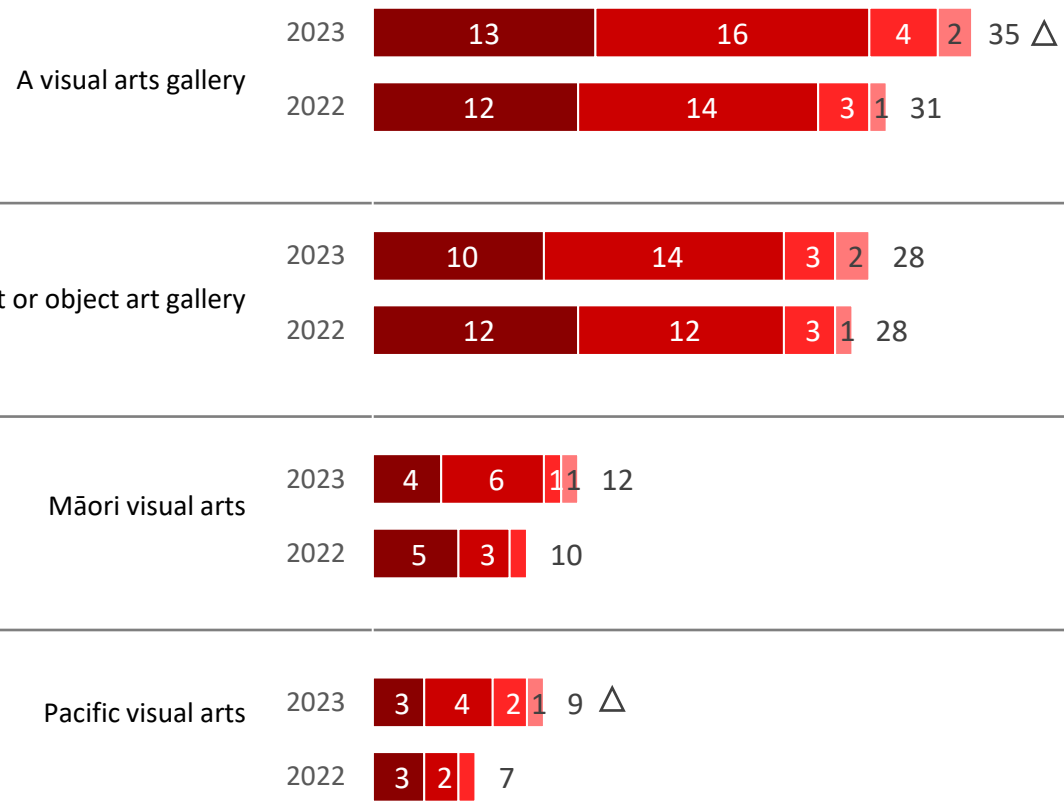
Looking at a longer term view (past 12 months) however, the proportion of New Zealanders who have engaged with Pacific visual arts has increased significantly from 7% in 2022, to 9% in 2023, and visitation to visual arts galleries has also increased from 31% in 2022, to 35% in 2023 (significant at the 90% confidence level).



### Visual arts: Participation last 12 months

%

■ Once ■ 2 or 3 times ■ Between 4 and 8 times ■ More than 8 times



Base: All respondents, excl. don't know (Total base: 2022 n=1,622; 2023 n=1,745)  
 Source: A4b. And how many times did you visit or attend each of the following in New Zealand during the past 12 months? (either in person or online)

Δ▽ Significantly higher / lower than previous year





# Demographic differences in participation levels – Visual arts

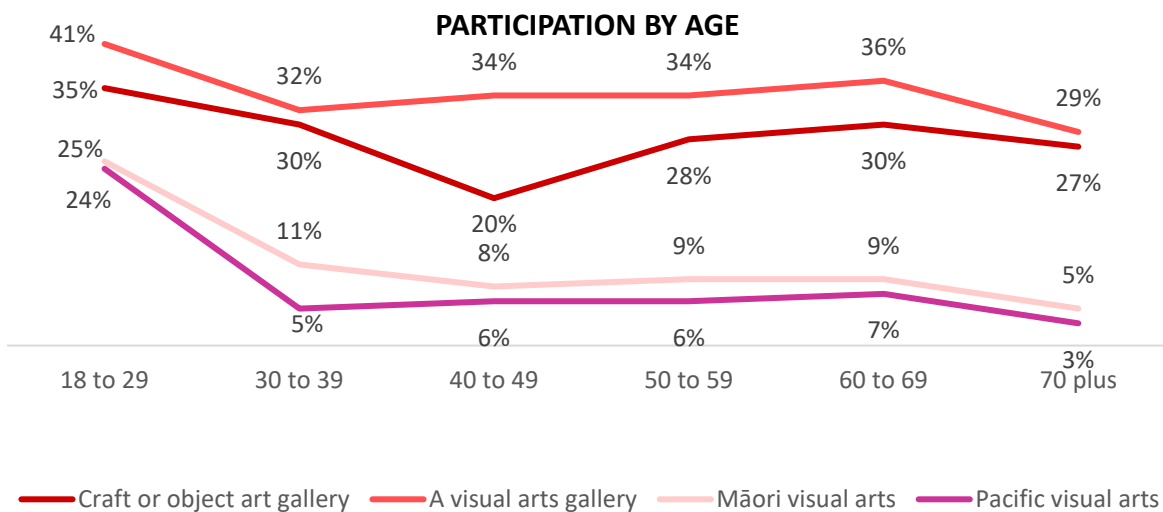


## Differences by age and gender

Like 2022, women are more likely than men to have visited a visual arts gallery, or a craft or object gallery (see table below).

	Women	Men
% visited a visual arts gallery	38%	32%
% visited a craft or object arts gallery	35%	21%

As already noted on page 17, those aged under 30 have higher than average participation with visual artforms.



## Differences by income

Those on higher incomes are more likely than average to participate in visual arts, particular visiting visual arts galleries and cultural visual arts.

% visited or participated in ...	HOUSEHOLD INCOME		
	\$50,000 or less	\$50,001 to \$100,000	\$100,000 or more
a visual arts gallery	28% ▽	32%	39% △
a craft or object arts gallery	27%	25%	31%
Māori visual arts	10%	9% ▽	15% △
Pacific visual arts	4% ▽	8%	13% △



## Differences by ethnicity

**MĀORI** are more likely than average to have participated in:

- Māori visual arts (15% vs. 12%)

**PACIFIC PEOPLES** are more likely than average to have participated in:

- Pacific visual arts (29% vs. 9%)



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# Gaming



This year, for the first time, we asked New Zealanders how often they played a New Zealand-made game. Twelve percent of people played a New Zealand-made video or computer game in the past three months. Playing is more likely to be on a frequent or regular basis, rather than occasional.



### Gaming: Participation last three months

%

% Total engagement

- Occasional
- Regular (every 2 to 4 weeks)
- Frequent (at least once a week)



### Demographic differences

#### TOTAL ENGAGEMENT IS HIGHER AMONG:

- Those aged 18-29 (33%)
- Men (17%)
- Asian New Zealanders (17%)
- Income \$100,000 plus (15%)

#### TOTAL ENGAGEMENT IS LOWER AMONG :

- Those aged 50+ (2%)
- Income \$50,000 or less (8%)
- Women (7%)
- Māori (7%)



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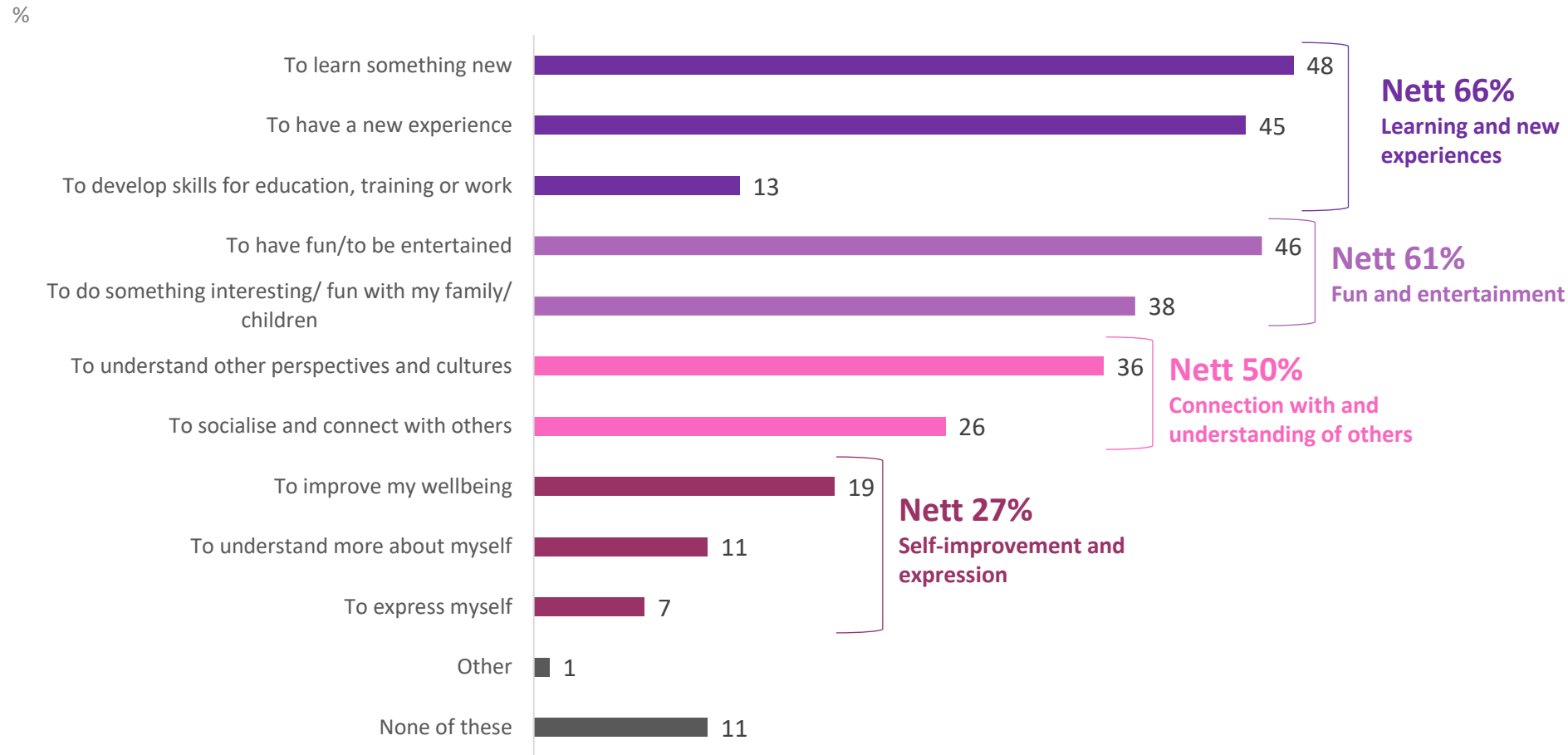
# Engaging with arts, culture and heritage - drivers and barriers



This year we asked people why they engage with arts, culture and heritage activities. The main reasons people engage are to learn and experience something new (66%), as well as for fun and entertainment (61%). Half of people seek social connection or an understanding of others through engagement with arts, culture and heritage; for a quarter of people engagement is about self-improvement and expression.



### Reasons for engaging with arts, culture and heritage activities



Nett figures are calculated by producing a figure for the percentage of people who selected at least one of the categories included e.g. 66% of people selected at least one of 'To learn something new', 'To have a new experience' and 'To develop skills for education, training or work'. The nett figures do not always add to the sum of categories as some people may select more than one category.  
 Base: All respondents (2023 n=1,745)  
 Source: P1. There are many reasons why people engage arts, culture and heritage activities. Which of the following reasons, if any, apply to you ?

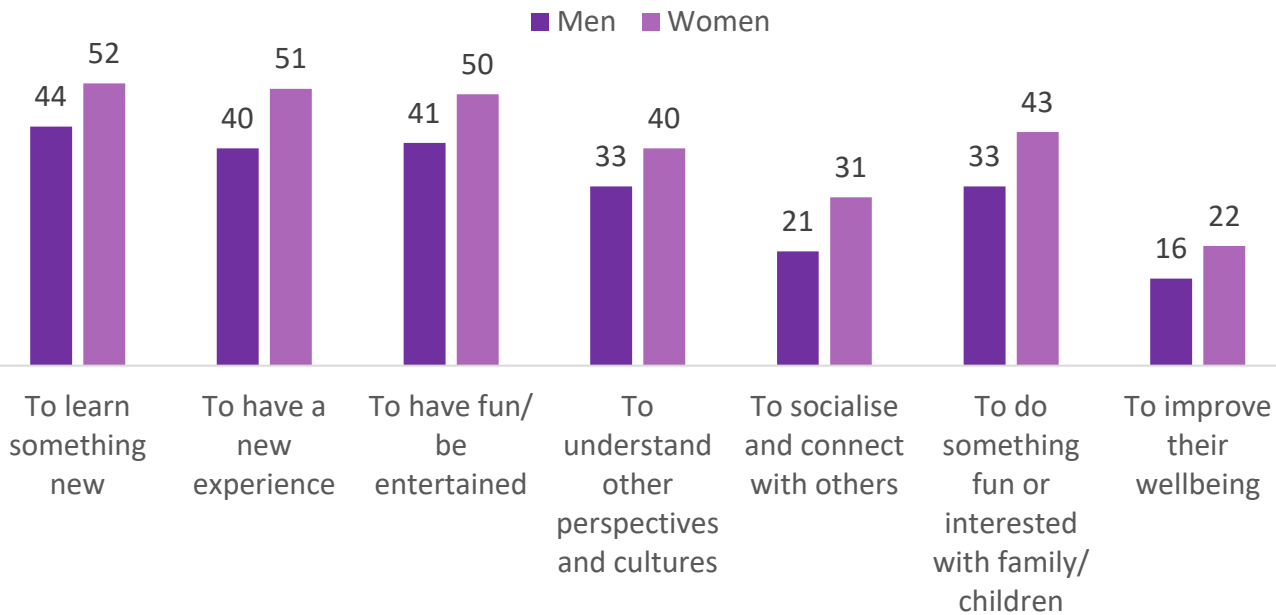


# Demographic differences for reasons to engage with arts, culture and heritage activities



## Differences by age and gender

Women are more likely than men to engage with the arts for a variety of reasons:



New Zealanders aged 18 to 29 are more likely than average to give the following as reasons to engage:

- To develop skills for education, training or work (21%, vs. 13%)
- To understand more about myself (16%, vs. 11%)
- To express myself (13%, vs. 7%)

New Zealanders aged 30-39 are more likely than average to give the following as reasons to engage:

- To be fun/ entertained (53%, vs. 46%)
- To do something interesting/ fun with family/ children (52%, vs. 38%)

New Zealanders aged 40-49 are more likely than average to give the following as reasons to engage:

- To do something interesting/ fun with family/ children (48%, vs. 38%)

New Zealanders aged 50-59 are more likely than average to give the following as reasons to engage:

- To understand other perspectives and cultures (43%, vs. 36%)

New Zealanders aged 60-69 are more likely than average to not have a reason for engaging (16%, vs. 11%)

New Zealanders aged 70 plus are more likely than average to not have a reason for engaging (22%, vs. 11%).



# Demographic differences for reasons to engage with arts, culture and heritage activities



## Differences by ethnicity

**MĀORI** are more likely than average to engage with the arts to:

- Improve their wellbeing (26%, vs. 19%)
- Understand more about themselves (25%, vs. 11%)
- Have fun and be entertained (52%, vs. 46%)
- Do something fun or interesting with family/children (45%, vs. 38%)

**PACIFIC PEOPLES** are more likely than average to engage with the arts to:

- Understand other cultures and perspectives (48%, vs. 36%)
- Understand more about themselves (24%, vs. 11%)
- Do something fun or interesting with family/children (45%, vs. 38%)

**ASIAN NEW ZEALANDERS** are more likely than average to engage with the arts to:

- Understand other cultures and perspectives (45%, vs. 36%)
- Develop skills for education, training or work (18%, vs. 13%)
- Learn something new (57%, vs. 48%)



## Differences by disability

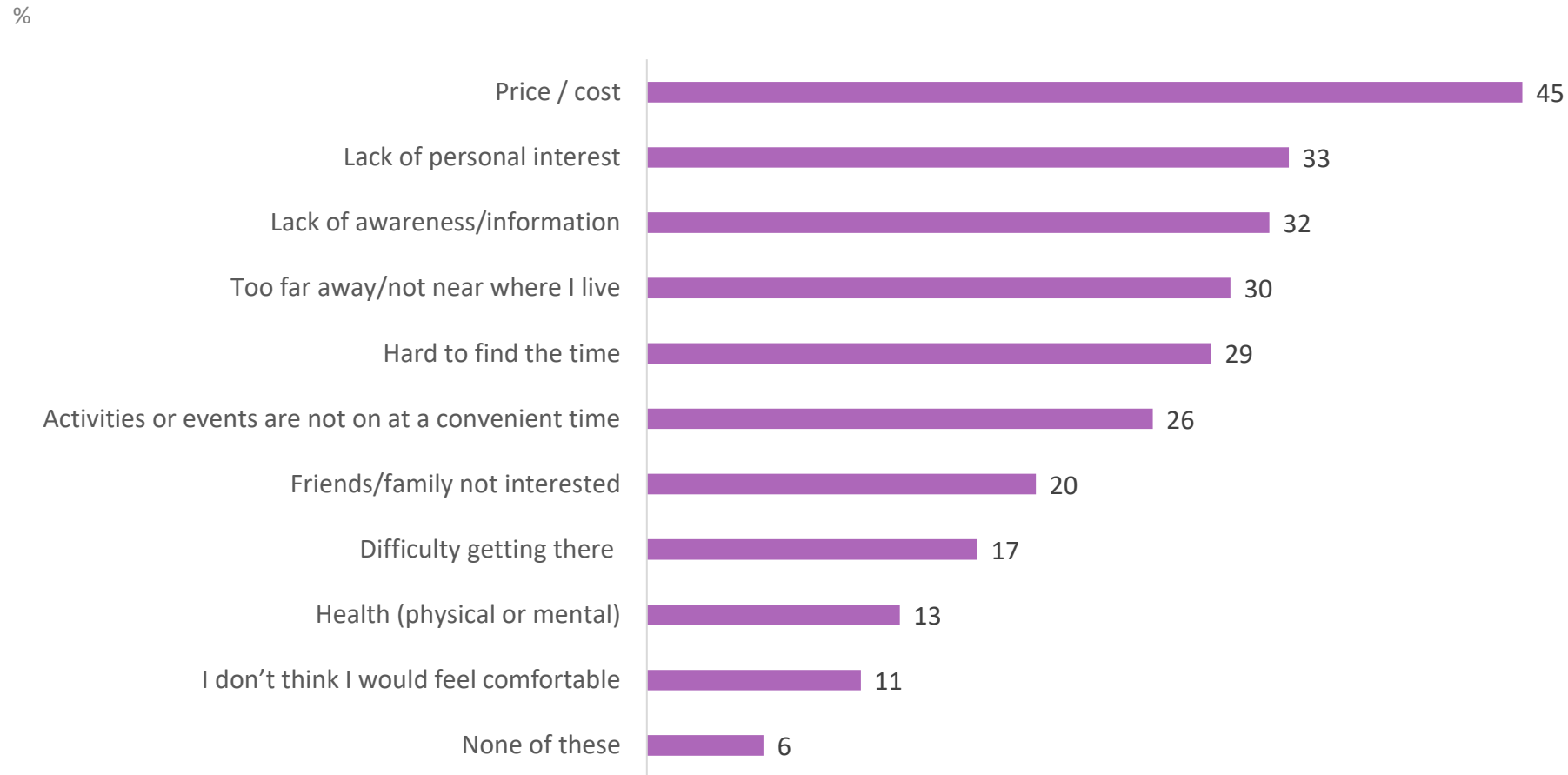
New Zealanders with the lived experience of disability are more likely than average to engage with the arts to improve their wellbeing (27%, vs 19%) and are less likely than average to report other reasons for engaging.



We also asked what stops people from engaging with arts, culture and heritage activities. The biggest barrier to participation is cost; 45% of people cited this as a reason for not engaging. Thirty-three percent of people are just not personally interested in engaging but 32% of people don't feel they have enough information about what is available, when and where. Location is a reasonably large barrier for people; 30% don't have the opportunity to engage near where they live.



### Barriers to engaging with arts, culture and heritage activities





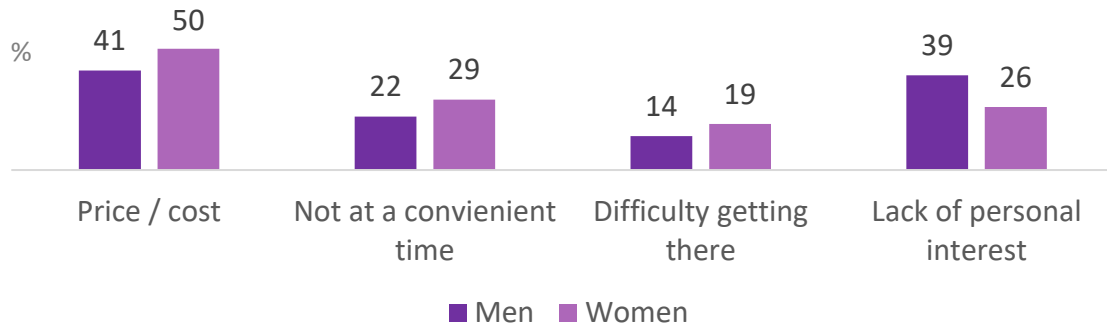


# Demographic differences for not engaging with arts, culture and heritage activities



## Differences by age and gender

There are some gender differences in barriers to engaging with arts, culture and heritage. Women are more likely to cite cost, inconvenient times and difficulty getting to activities, while men are more likely to lack interest.



Age also plays a role in the types of barriers New Zealanders facing when engaging with arts, culture and heritage:

- Those aged 18-29 are more likely than average to feel uncomfortable (18%, vs. 11%)
- Those aged 30-39 are more likely than average to find price/ cost (54%, vs. 45%) and a lack of time (37%, vs. 29%) as barriers . Those aged 40-49 also more likely than average to find time to be a barrier (37%, vs. 29%) as well as a lack of personal interest (42%, vs. 33%).
- New Zealanders aged 60+ are more likely than average to cite physical or mental health as a barrier to engaging with arts, culture and heritage (23%, vs. 13%).

## Differences by income

% who reported the following barriers	HOUSEHOLD INCOME		
	\$50,000 or less	\$50,001 to \$100,000	\$100,000 or more
<b>Health (physical or mental)</b>	22% $\Delta$	11%	9% $\nabla$
<b>Difficulty getting there</b>	22% $\Delta$	15%	15%
<b>Hard to find the time</b>	20% $\nabla$	28%	34%
<b>Lack of personal interest</b>	26% $\nabla$	30%	38% $\Delta$
<b>Lack of awareness/information</b>	25% $\nabla$	28%	38% $\Delta$
<b>Activities or events not at a convenient time</b>	20% $\nabla$	25%	29% $\Delta$
<b>Too far away/ not near where I live</b>	35%	33%	26% $\nabla$



## Demographic differences for not engaging with arts, culture and heritage activities



### Differences by disability

New Zealanders with the lived experience of disability are more likely than average to give mental or physical health as a barrier (34%, vs 13%) and are more likely than average to say they don't feel comfortable (17%, vs. 11%).



### Differences by where people live

**NORTHLAND** residents are more likely than average to say they live too far away from arts, culture and heritage activities (51%, vs. 30%) and that physical or mental health is a barrier (23%, vs. 13%).

**WELLINGTON** residents are more likely than average to say it is difficult to get to activities (26%, vs. 17%).

**CANTERBURY** residents are more likely than average to have a lack of interest (43%, vs. 33%).

**OTAGO/SOUTHLAND** residents are more likely than average to say activities or events happen at inconvenient times (35%, vs. 26%).

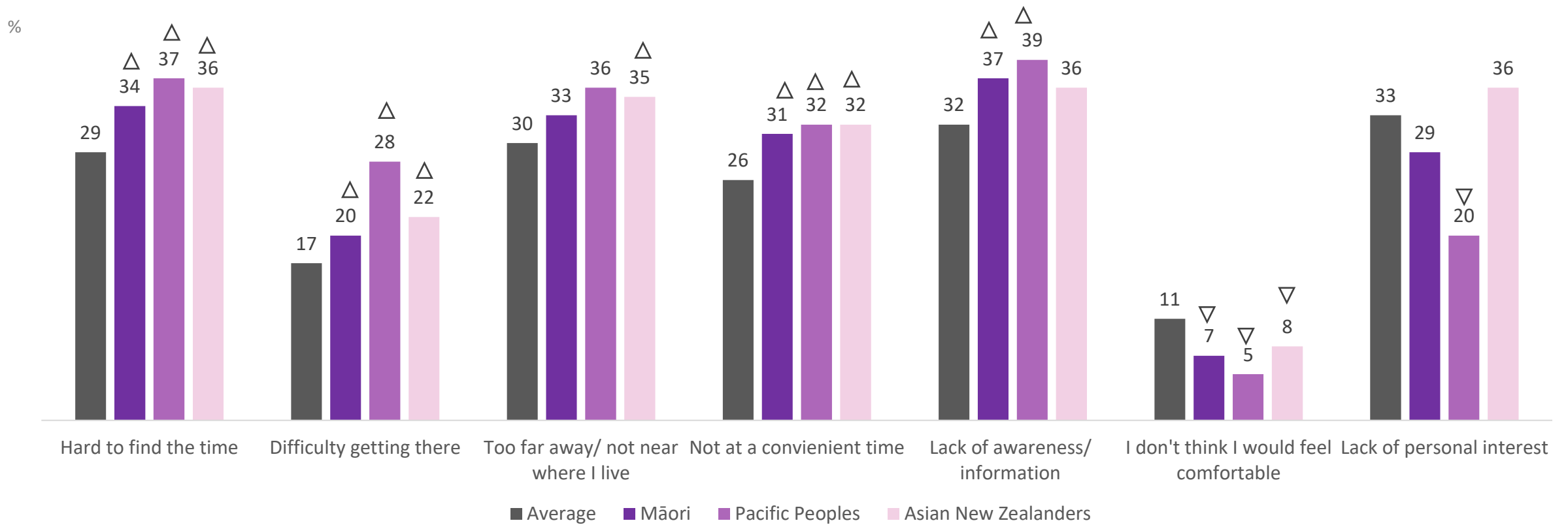


# Demographic differences for not engaging with arts, culture and heritage activities



## Differences by ethnicity

Māori, Pacific peoples and Asian New Zealanders are more likely than average to cite a number of barriers to engaging with arts, culture and heritage. Pacific peoples are less likely than other ethnic groups to cite a lack of personal interest as a barrier to engaging.



Base: All respondents (2023 n=1,745)  
Source: P2. Which reasons why people may not engage in arts, culture and heritage activities, or may not go as often as they would like to apply to you?

Δ∇ Significantly higher / lower than average



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# Creating art



This year, for the first time, participants were asked about their own creative practice. One in four New Zealanders have created visual arts and craft over the last 12 months, about one in six have created music and one in ten have done creative writing. Dance, Māori traditional arts and theatre are less common.



### Creating art (over the past twelve months)

**44% of people have created something in the last 12 months**



**26%**

**Created visual arts and craft**

e.g. painting, photography, light art, digital art, street art, crafts, woodwork, textiles.



**15%**

**Created music**

e.g. playing an instrument, singing, mixing, composing, or writing music.



**10%**

**Wrote creatively**

e.g. a book, blogging, poetry or other literature



**6%**

**Danced**

e.g. cultural, classical, contemporary and organised social dance



**6%**

**Created Māori traditional arts**

e.g. carving, weaving, kapa haka, whaikōrero (oratory)



**5%**

**Took part in theatre**

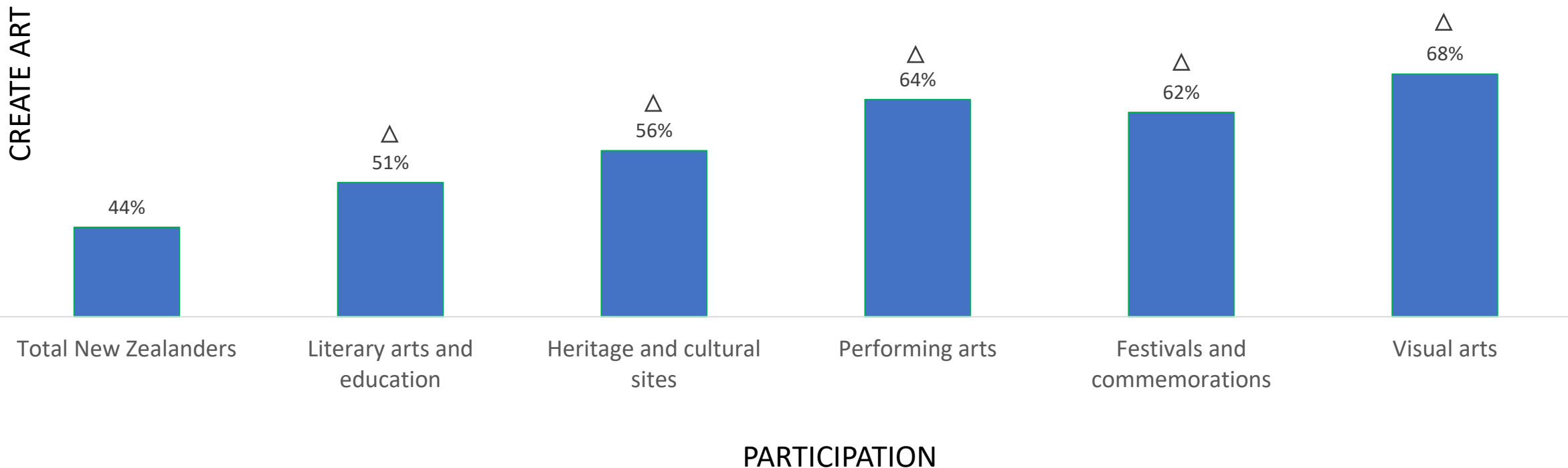
e.g. acting, circus, or being part of a production



Just under half (44%) of New Zealanders have created art in the past 12 months. This is much higher amongst New Zealanders who participate in arts, culture and heritage activities.



**% OF THOSE WHO CREATE ART BY THOSE WHO PARTICIPATE IN ARTS, CULTURE AND HERITAGE**





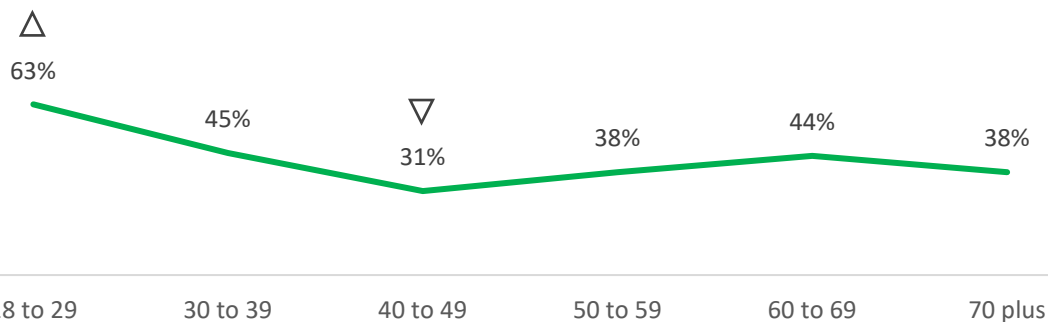
# Demographic differences for participation in creating art



## Differences by age and gender

Younger New Zealanders are more likely to create their own art

ART CREATION BY AGE



Women are more likely to create art (49%, vs. 39% of men) with visual arts being the most common (32%, vs. 20% of men). However, men are more likely than women to take part in theatre (7%, vs 3% of women).

## Differences by disability

New Zealanders with the lived experience of disability are more likely than average to create art (65%, vs 44%)

## Differences by ethnicity

**MĀORI** are more likely than average to:

- Create Māori traditional arts (10%, vs 6%)

**PACIFIC PEOPLES** are more likely than average to:

- Dance (13%, vs. 6%)

**ASIAN NEW ZEALANDERS** are more likely than average to:

- Dance (10%, vs 6%)

## Differences by where people live

**AUCKLAND** residents are more likely than average to take part in dance (11%, vs 6%), Māori traditional arts (9%, vs. 6%) and theatre (8%, vs. 5%)

**NORTHLAND** residents are more likely than average to take part in dance (14%, vs 6%) and theatre (12%, vs. 5%).

**CANTERBURY** are less likely than average to create any art (35%, vs. 44%).



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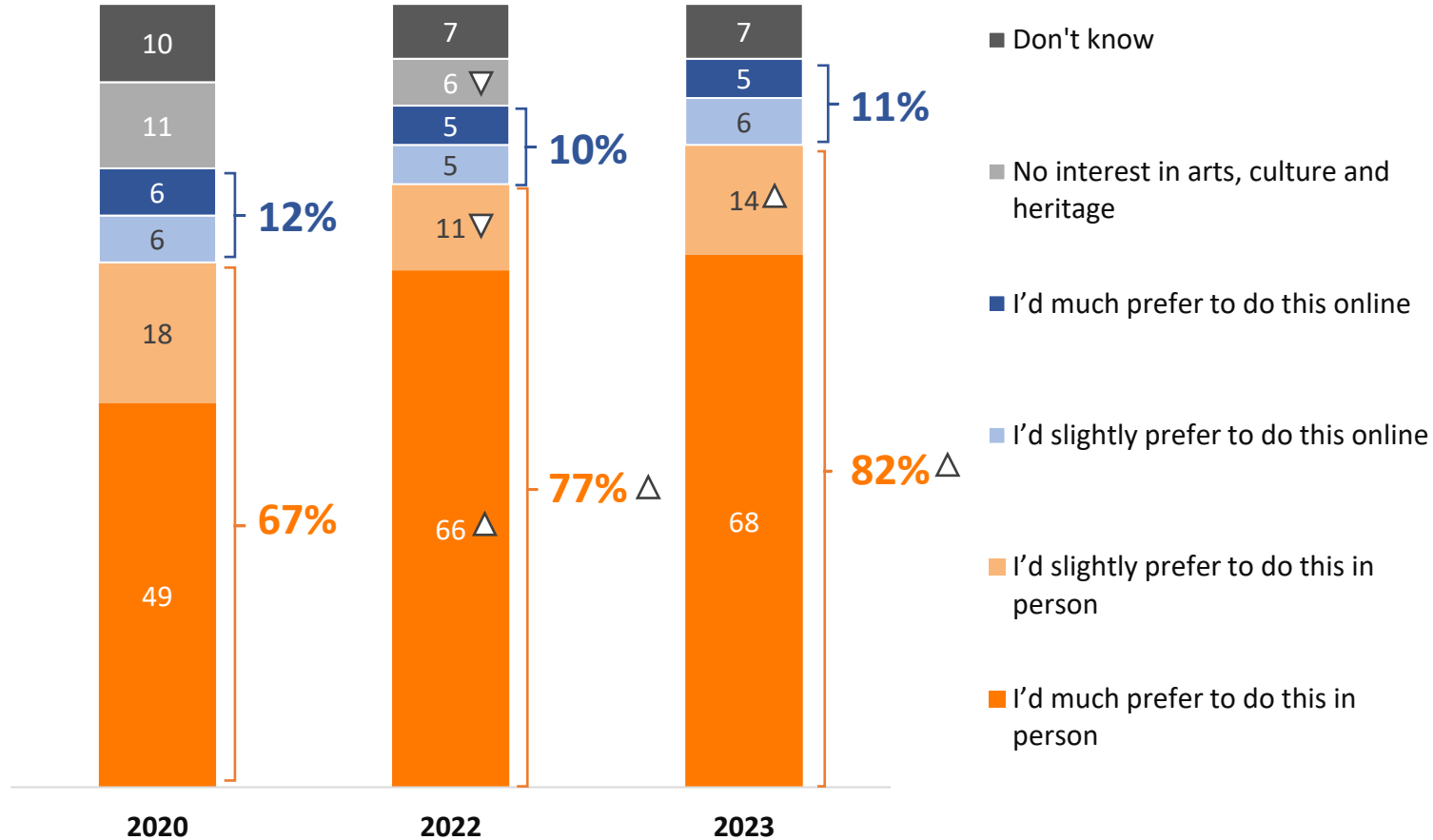
# In-person and online engagement



As the nation moves further away from COVID restrictions it is not surprising that the proportion of New Zealanders who prefer in person engagement with arts, culture and heritage continues to grow. *Note, this year we didn't give the option for people to select 'no interest in arts, culture and heritage' which may also be impacting results this year.*

### Engagement preferences

%



### Demographic differences



#### PREFERENCE FOR IN PERSON IS HIGHER AMONG:

- Māori (86%)
- Those residing in provincial cities or large towns (87%)
- Women (85%).



#### PREFERENCE FOR ONLINE IS HIGHER AMONG:

- People with the lived experience of disability (26%)
- Those aged 18-29 (20%)
- Auckland residents (16%)
- Asian New Zealanders (16%)



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# Appendices

# 2023 Sample profile



	Percentages (unweighted)	Counts (unweighted)	Maximum margin of error
Total	100%	1,745	2.3%
	Percentages (unweighted)	Counts (unweighted)	Maximum margin of error
Men	49%	853	3.4%
Women	51%	892	3.3%
Gender diverse	0%	-	-
	Percentages (unweighted)	Counts (unweighted)	Maximum margin of error
NZ European	57%	994	3.1%
Māori	27%	476	4.5%
Pacific peoples	16%	278	5.9%
Asian peoples	25%	440	4.7%
	Percentages (unweighted)	Counts (unweighted)	Maximum margin of error
18 to 29	22%	381	5.0%
30 to 39	17%	296	5.7%
40 to 49	17%	296	5.7%
50 to 59	17%	297	5.7%
60 to 69	14%	239	6.3%
70 plus	14%	236	6.4%

	Percentages (unweighted)	Counts (unweighted)	Maximum margin of error
Northland	5%	92	10.2%
Auckland	31%	542	4.2%
Waikato	9%	157	7.8%
Bay of Plenty	6%	107	9.5%
Gisborne / Hawke's Bay	6%	104	9.6%
Taranaki / Manawatū-Wanganui	7%	123	8.8%
Wellington	10%	180	7.3%
Tasman / Nelson / Marlborough / West Coast	6%	96	10.0%
Canterbury	13%	221	6.6%
Otago / Southland	7%	123	8.8%
	Percentages (unweighted)	Counts (unweighted)	Maximum margin of error
Big city	49%	861	3.3%
Provincial city or town	26%	445	4.6%
Small town	16%	277	5.9%
Rural area or farm	9%	162	7.7%

Note all data presented on this slide is unweighted. Weighting was used to correct for the over-sampling of Māori, Pacific peoples and Asian peoples and any other variances from the population. Ethnicity was asked as a multiple choice question, therefore the percentages add to more than 100% and the counts add to more than 1,745.



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